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JANUARY 9th, 1953
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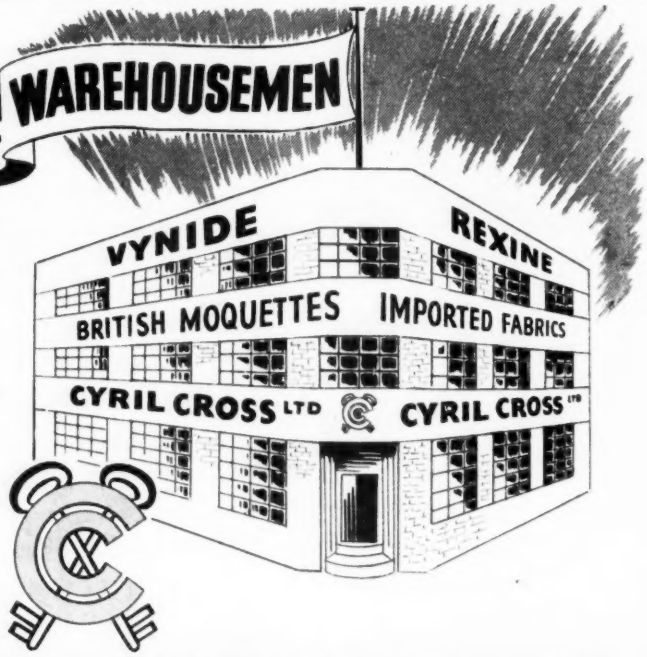

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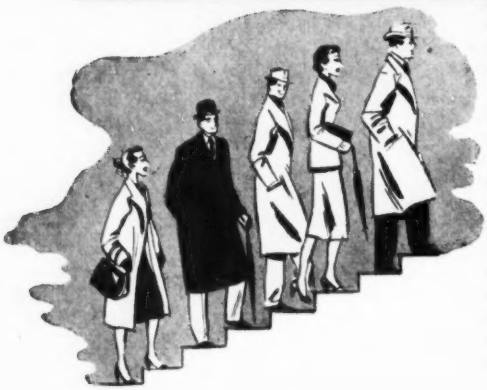

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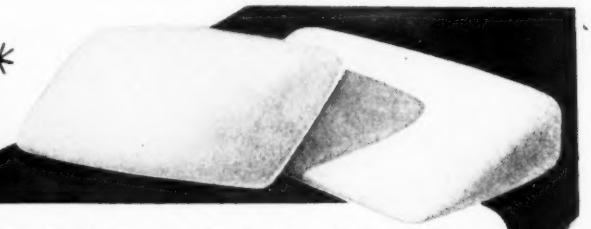

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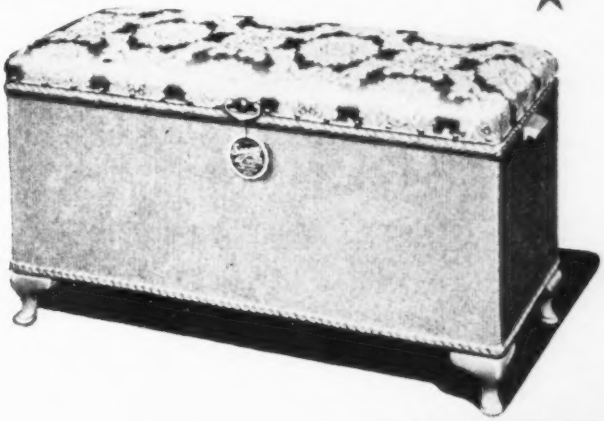

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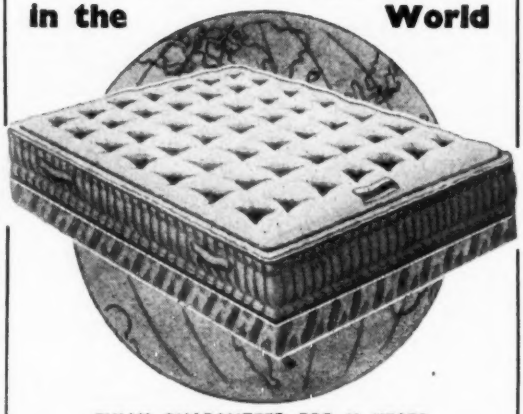

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CITY HALL, MANCHESTER
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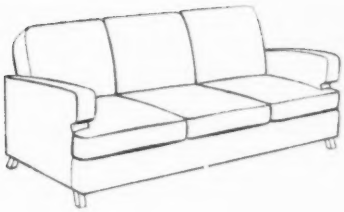

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EXHIBITION MANCHESTER

CITY HALL, DEANSGATE
JAN. 13 - 22 1953

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1953

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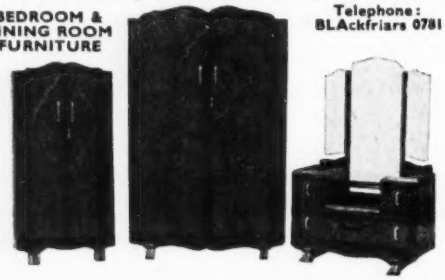

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CAFE, CANTEEN AND BAR

TABLES

AND CHAIRS

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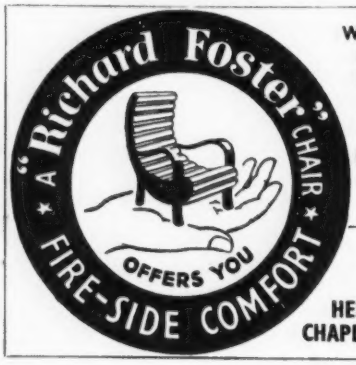

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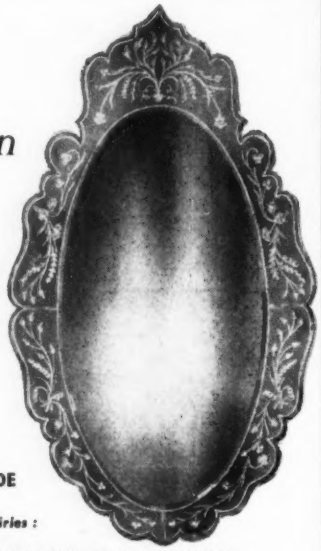

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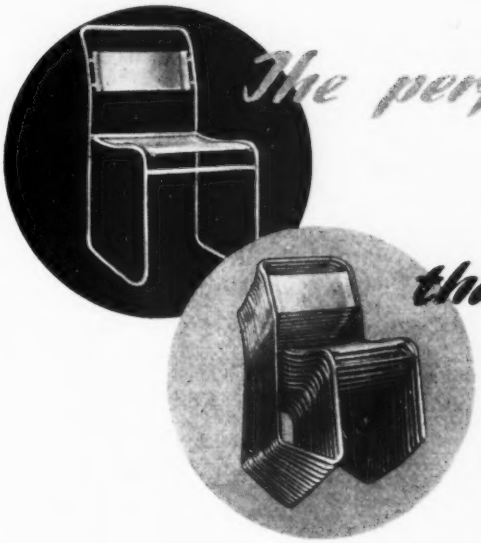

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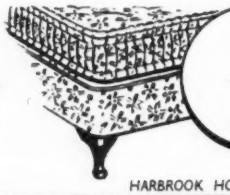

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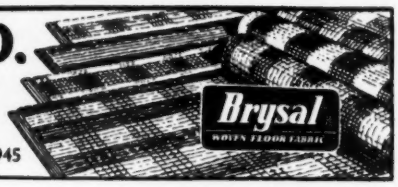

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Width: 35";
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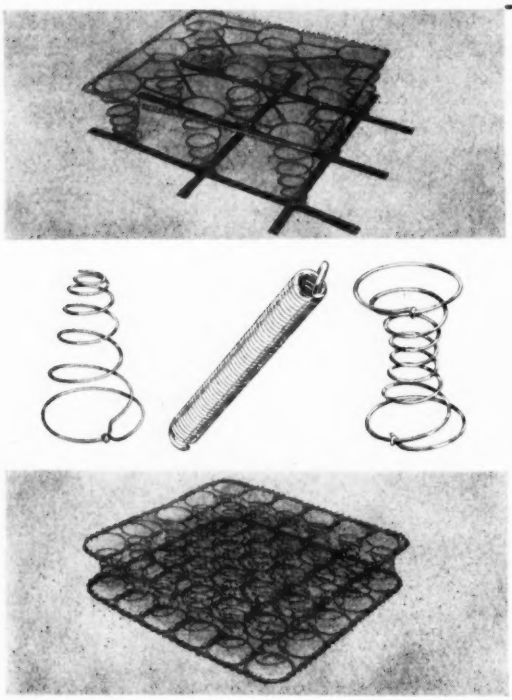

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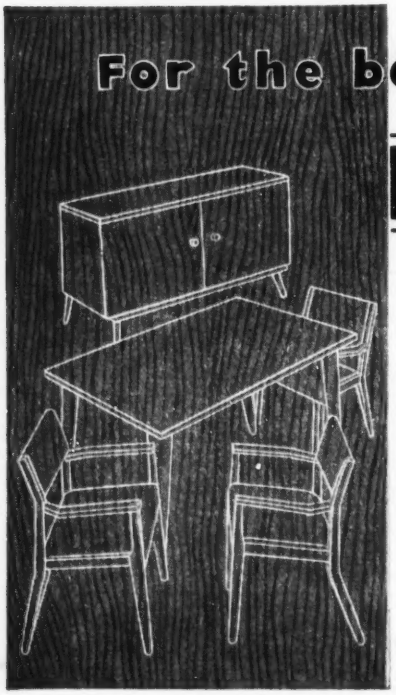

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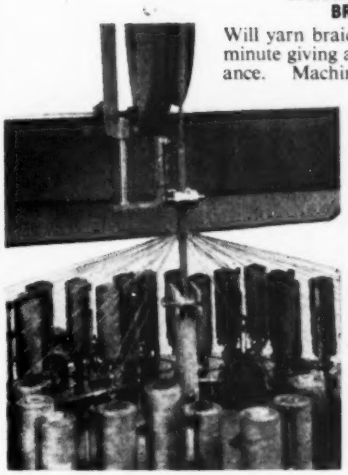

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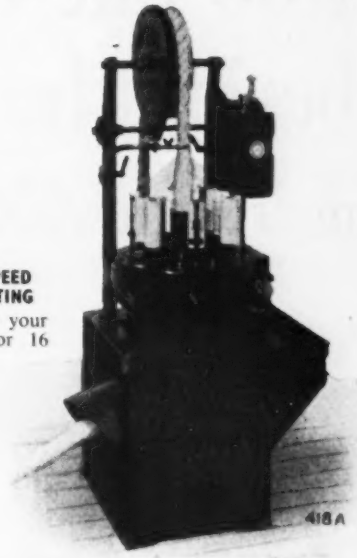

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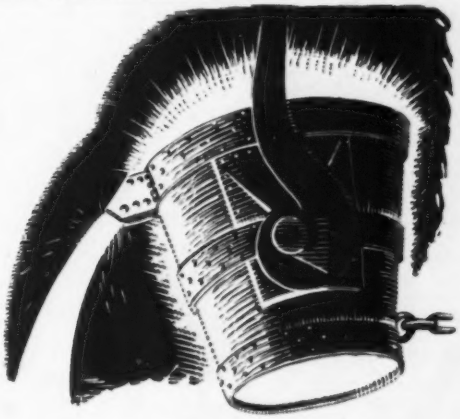

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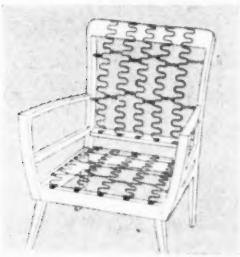

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Vol. xxxvi. No. 624 Subscriptions 40s. per annum, post free (45s. Overseas) 180, Fleet Street, E.C.4. Tel: CHAncery 8844 (15 lines) January 9, 1953

G.U.S. Give Lead to Trade on Hire-Purchase Terms

Group's 5-Point Policy Outlined

A LEAD to the retail trade in the hire-purchase and instalment credit terms to be granted for household furniture, now that controls have been removed, was given by Great Universal Stores at a meeting in London last week.

The meeting had been arranged by the Hire Purchase Trade Association who asked The National Association of Retail Furnishers, The Scottish House Furnishers' Federation and the Retail Distributors' Association to invite representatives of their leading multiples to attend.

The meeting was under the chairmanship of Sir Harold Webbe, C.B.E., D.L., M.P., vice-president of the H.P.T.A.

After the chairman's opening remarks, Mr. J. P. Adderley (George Hopkinson, Ltd., the furniture group of Great Universal Stores) read a statement prepared by his managing director, Mr. C. A. Garbutt, who was unable to be present.

The statement said that it was the firm intention of the George Hopkinson Group to base their terms policy on the recent Government Order as follows:—

(1) The deposit to be 10 per cent of the cash price, with special concessions to old customers reopening accounts, and customers adding goods to an existing agreement, in which case the deposit might be as low as 5 per cent.

(2) Length of Credit: The balance of instalments to be completed within two years.

(3) Service charge to be 10 per cent per annum or 20 per cent for two years, subject to the same rebates provided for in the S.I.

(4) All Press advertisements, window displays, and so on, to be on this basis.

(5) This policy is conditional to other business basing their policy on the same lines.

After discussion the meeting decided that it could not yet make a recommendation on service charges which were closely linked with mark-up but made firm recommendations that, for the future, the period of credit allowed should not exceed two years. This was, of course, the maximum period permitted under the Board of Trade Orders.

It was further recommended that a minimum deposit of 10 per cent should in future be required on all hire purchase agreements for household furniture, save in exceptional cases and for old customers. The meeting particularly deprecated the advertising of household furniture upon No Deposit Terms.

Besides making these concrete recommendations, several speakers emphasised that the greatest care must be taken in the granting of credit. Any tendency to overload customers with more goods than they could conveniently pay for would only lead to hardship and abuse.

The recommendations will be placed before a N.A.R.F. committee meeting Thursday afternoon.

"A Pattern and a Lead"

In opening the meeting, Sir Harold Webbe said that the numbers of those attending had been restricted to ease arriving at agreement and in the belief that any agreement would be accepted by all concerned and would set a pattern and a lead which would be followed by the trade as a whole.

(Continued over page)

UNITED DRAPERY BID FOR EASTERNS
G.U.S. OFFER FOR SHARES REFUSED

THE preliminary negotiations entered into by Easterns, Ltd., with the British & Colonial Furniture Co., Ltd. (a member of the Great Universal Stores), have been terminated.

On offer of 6s. 6d. per ordinary share has been received from the Board of United Drapery Stores, Ltd., subject to acceptance by the holders of 75 per cent (or of such lower percentage as United Drapery Stores may decide) of the ordinary share capital.

The directors of Easterns have agreed to accept that offer in respect of their own holdings and to recommend acceptance to the general body of ordinary shareholders.

Mr. Ian Anderson, who was invited by the chairman of Easterns to take part in the negotiations, has expressed his approval of the proposals on behalf of himself and a number of other shareholders.

Retailers may use Kite Mark in their Publicity

But Only Subject to B.S.I. Rulings

THE British Standards Institution have decided to allow bona fide furniture retailers to use the Kite mark in their publicity and their window displays.

The B.S.I. have received numerous enquiries from retailers asking whether they may use the mark to tell the public that they sell Kite-marked bedding, and that they will have similar furniture on sale as soon as it becomes available.

Subject to proper safeguards this kind of publicity will help materially to establish in the public mind the significance of the mark as an assurance of quality and performance.

The B.S.I. must, of course, be satisfied that the way in which the Kite mark is to be used, and the statements to be associated with it, are consistent with the facts of the relevant marking scheme.

For instance, they could not permit any particular retailer to imply that he has sole or special rights in the sale of Kite-marked goods; nor could they approve any implication that the B.S.I. is directly associated with the advertising of particular ranges of goods.

They have also thought it necessary at this stage to advise retailers against suggesting in their publicity that Kite-marked furniture will be generally available in the very near future.

Subject to these considerations, the B.S.I. will be glad to hear from any retailers who may wish to feature the Kite mark in their publicity, and will gladly give them immediate comments on the details of any proposals they put forward.

Applications should be made to the British Standards Institution, 24 Victoria Street, Westminster, London, S.W.1.

Bedding Kite Mark—A Warning

IT is incorrect for manufacturers of articles of bedding, say pillows, who are not licensed under British Standard 1877 to use the Kite mark with B.S. 1425 (fillings for bedding and upholstery) in their advertisements, together with a statement that the pillows are fitted with materials complying to B.S. 1425.

This information is contained in a letter which has been sent by the British Standards Institution to all bedding manufacturers who hold licences under B.S. 1877.

The letter points out that it is quite wrong for anyone who does not hold a licence under B.S. 1425 to make use of the mark in this way; licences under B.S. 1425 are issued only to manufacturers of fillings and one or two firms whose attention has been drawn to this fact, as a result of complaints from B.S. 1877 licensees, have agreed to discontinue the practice.

It is, of course, equally incorrect for B.S. 1425 licensees to use the mark in a way which implies that an article of bedding rather than its filling, complies with the standard.

The B.S.I. rely on bedding manufacturers to keep them informed of cases of this sort, so that they can do their best to make sure that there is no confusion in the mind of the general public about the two standards.

The letter goes on to say that the Institution have bought one mattress, advertised in the National Press as complying with B.S.I. standards.

The sample mattress was duly tested in accordance with CO(OC)1725, Section B, Paragraph 2, and subject to one or two minor deficiencies, of which the maker has been informed, was found to comply with the standard.

Further purchases on the open market will be made by the Institution from time to time in the future.

The B.S.I. now have some 140 firms on their list of licence holders, with a further 20 or so firms to whom provisional licences have been sent for signature but whose applications are not yet finalised. This number represents about 80 per cent of the total production capacity of the trade. They have also six licence holders for Hospital Bedding (B.S. 1818 and 1819).

The B.S.I. have two full-time inspectors of bedding on their staff, Mr. Ackroyd and Mr. Dove, and they have already visited nearly 100 licence holders and reported on them to the Mark Committee.

Reports are considered anonymously without the name of the firm or any clue to its identity being disclosed to the committee.

Any firm which has not yet been visited by Mr. Ackroyd or Mr. Dove may expect to see one or other of them before the end of the year.

H.P. Terms Outlined

(from previous page)

The firms represented at the meeting were:—

S. Aston & Son, Ltd., Brown Bros. & Taylor, Ltd., Geo. M. Brown, Ltd., Cantors, Ltd., Court Bros., Ltd., Cussins (Furnishers), Ltd., Easterns, Ltd., J. Graham (Furnishers), Ltd., James Grant & Co., Ltd., Heal & Son, Ltd., Hastings, Ltd., Geo. Hopkinson, Ltd., Harry Jacobs (Furnishers), Ltd., John Perring, Ltd., William Perring, Ltd., Phillips Furnishing Stores, Ltd., Times Furnishing Co., Ltd., Waring & Gillow, Ltd., E. Wheatland & Sons, Ltd., Henry Wigfall & Sons, Ltd.

Mr. Douglas Edwards, secretary of N.A.R.F., Mr. Donald Barber of the R.D.A., and Mr. C. W. Fulker of the Co-operative Union were also present.

More Bedding Licences

THE British Standards Institution have issued a third list of bedding manufacturers who have been granted licences to apply the Kite mark under B.S. 18-77. They are:

The Beacon Bedding Co.; The Co-operative Wholesale Society's bedding factories of Bristol, Manchester, Pelaw-on-Tyne; Treforest Trading Estate, Enfield, Long Eaton, Plymouth; East Anglian Bedding Co., Ltd.; Emerald Furniture Co., Ltd.; P. M. Flanagan & Sons, Ltd.; The Forces Help Society and Lord Roberts Workshops; H. H. & W. H. Hill, Ltd.; The Laurest Co.; J. Mattison, Ltd.; M. S. P. Luxi Products, Ltd.; North British Bedding Co., Ltd.; Peacock & Chandler; Andrew Sharp & Sons; A. Sinclair & Co., Ltd.; Sure-Rest Bedding Co., Ltd.; Thomas Tapling & Co., Ltd.; Warwick Upholstery Co., Ltd.

Fire at Fillings Works

A FIRE which broke out on January 1 damaged the Algerian fibre production department of H. E. Kershaw, Ltd., the fillings manufacturers, 551 Old Ford Road, London, E.3.

A spokesman for the firm said that production was back to normal.

Within two hours of opening their January sale, Farmers, departmental store, Nottingham, had sold more than 500 yards of curtain net.

Whitby C. Oliver & Son, furnishers, 114 Micklegate, York, have completed 50 years' continuous trading.

First D-Scheme Show Opens in Manchester

Northern Furniture Exhibition Starts on Tuesday

AT half-past ten next Tuesday, January 13, Mr. R. C. Sunley, chairman of B.F.M. Exhibitions, Ltd., will open the Northern Furniture Exhibition at City Hall, Manchester. It will remain open until January 22.

Nearly 60 firms will show their newest productions at this, the industry's first exhibition since the abolition of the Utility scheme.

The public will again be admitted at certain times which will not interfere with trade buyers. On **page 44** we give the opening times for both trade and public.

Below, and on the following pages, we publish a list of exhibitors, with advance pictures and details of what each firm will be showing. The location of the stands may be found by referring to the plans on **page 45.**

A

Max Abrams, Ltd. Upholstery in Connolly's hides, uncut moquettes and Vynides...18.

Alfred Arnold. Mirrors and occasional furniture...24.

Atkin-Ansell & Co., Ltd. Upholstery, fireside chairs, three-piece suites...58.

B

Barbreck (Upholsterers), Ltd. Three-piece suites and fireside chairs...52.

Bedding (Bolton), Ltd. "Heatherdown" upholstered furniture—three piece suites, fireside chairs, bed settees and bed chairs; "Heatherdown" spring interior mattresses, divans, etc....17.

Bee-Ply Veneering Co., Ltd. Veneers, veneered sets, veneered mouldings...45.

Bennett Woodwork (M/c), Ltd. Reproduction bedroom suites, hall robes, bookcases, monks' benches, rug chests, occasional tables, bureaux, television trolleys...50.

H. J. Berry & Sons, Ltd. Dining chairs, reproduction rush-seated chairs and stools, bar furniture, contemporary chairs, occasional furniture...33.

Bottomore, Day & Co., Ltd. Four 4 ft. bedroom suites and one 3 ft. suite, all in oak, all new models...4.

Bowker Bros. (Clitheroe), Ltd. Kitchen cabinets...40.

Bridge Upholstery (Leeds), Ltd. Three-piece lounge suites, occasional chairs, special new occasional chair for domestic use and television ...37 and 39.

J. & F. Brooks, Ltd. Occasional furniture, hearth furniture and table and floor standards...42.

Charles Bryant & Sons, Ltd. Bedsteads, cabinets, both bedside and television, wire mattresses...31.

Burgess Bedding. Complete range of high-grade mattresses, divans and pillows in full conformity to B.S.I. standards...43.

C

Chechik, Ltd. Bedroom furniture of high quality and a wide range of new designs.

Cooper & Derbyshire, Ltd....25.

D

Dalescraft Furniture, Ltd. Dining sets (50 per cent contemporary), gate-leg tables in oak, walnut and mahogany, turn-over top tables (swivel), book shelves...48.

Durant (Furniture), Ltd. Good class three-piece suites and fireside chairs...28.

E

Earnshaw Bros. & Booth, Ltd. Bedroom, dining-room and occasional furniture, bedsteads, fireside chairs, kitchen cabinets...15.

Thomas Eastham & Son, Ltd. The "Eastham" kitchen cabinet...23.

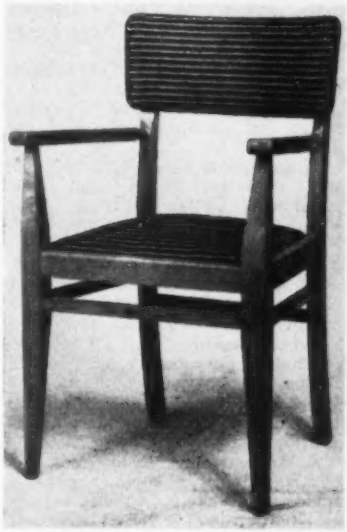
J. T. Ellis & Co., Ltd. Bedsteads, tables, kitchen cabinets, sideboards, occasional furniture...55.

F

Fair-Way Upholstery & Bedding Co., Ltd....61.

W. Ford & Sons, Ltd. Dining-room sets...13.

Freedlands, Ltd. "Tenax" furniture: the "Turnover" Table, kitchen cabinets, beds, "Formica" kitchen tables, occasional furniture, upholstery, the "Burleasey" chair ...6.



This armchair is from the "Bowland" contemporary range by H. J. Berry & Sons, Ltd. It is upholstered in various modern woven fabrics.

This walnut dining set by James Lupton & Sons, Ltd., has padded-back chairs and serpentine topped sideboard with five drawers and bow-fronted cupboards, all veneered in well-figured walnut.

THESE ARE THE TIMES OF OPENING

Tuesday, January 13	**10.30 a.m. to 7 p.m.—Trade only.**
Wednesday, January 14	**10.30 a.m. to 7 p.m.—Trade only.**
Thursday, January 15	**10.30 a.m. to 7 p.m.—Trade only.**
Friday, January 16	**10.30 a.m. to 9 p.m.—Trade and Public.**
Saturday, January 17	**10.30 a.m. to 9 p.m.—Trade and Public.**
Monday, January 19	**10.30 a.m. to 9 p.m.—Trade and Public.**
Tuesday, January 20	**10.30 a.m. to 7 p.m.—Trade only.**
Wednesday, January 21	**10.30 a.m. to 7 p.m.—Trade only.**
Thursday, January 22	**10.30 a.m. to 5 p.m.—Trade only.**

Furniture Productions (Bfd.), Ltd. Occasional and fireside chairs, rocking chairs, easy chairs and settees, in an interesting selection of traditional and contemporary designs...1.

G

Garson & Co., Ltd. Mirrors, fancy, coloured and gilt-framed convexes and glass furniture...14.

U. M. Gaskin & Son. Three-piece suites and fireside chairs...32.

I. & H. Goldberg, Ltd. Bedroom suites in walnut, sycamore and oak...56a.

H. Goldich & Sons. Oak and walnut bedroom suites and bedsteads...19.

H

M. Hackney & Co., Ltd. Bedsteads, bedding, upholstery, occasional furniture...53.

Holmes & Co. (York), Ltd. Bedsteads, divan headboards, bookcases (including sectional types), dining tables and occasional tables...10.

Fred Holmes & Son (Bradford), Ltd. Upholstery, three-piece suites, fireside chairs, tables, beds...56b.

A. Horenstein. Hall robes, rug chests, monks' benches, gate-leg tables and trolley tables in oak, mahogany and walnut, bedsteads, occasional tables, Welsh dresser dining set...26.

I

The Islington Upholstery Co., Ltd. Furnishing, upholstery, stuffover suites...59.

L

The Lanrest Company. Full range Coronation design mattresses and divans...49.

Lea Bridge Industries, Ltd. (Airborne Upholstery). A small office only where representatives can meet friends in the trade. Chairs and new models will be on show inside ...9.

P. Leach Productions, Ltd. Latest designs in dining-room furniture, easy and fireside chairs, special feature of "Salisbury" and "Lincoln" dining sets introducing bow and serpentine shapes without loss of drawer space. "Dinette" chair with shaped panel back, loose seat and turned legs, for use in dining-room, bedroom or kitchen. New "Harlequin" and "Oberon" easy chairs...62.

Leylux, Ltd. Upholstery. The "Barry" fireside chair upholstered with Dunlopillo with soft centre back, available in tapestry, uncut moquette, Jacquard moquette and velvets. Also "Swinley" cushion suite for small room, in moquette or velvet, fitted with Dunlopillo or spring cushions. This suite and all firesides are tax free...16.

James Lupton & Sons, Ltd. Oak and walnut furniture. The "Kensington," a medium-priced walnut dining set with padded back chairs and roomy serpentine-topped sideboard with five drawers and bow-fronted cupboards. "Windsor" oak dining set with triple bow-fronted sideboard, four drawers and three cupboards. Bureaux and secretaires ...22.

M

J. H. Moorhouse & Co. (Woolvo), Ltd. Sprung interior mattresses, flock and hair mattresses, beds, pillows...3.

(*Continued on page 46*)

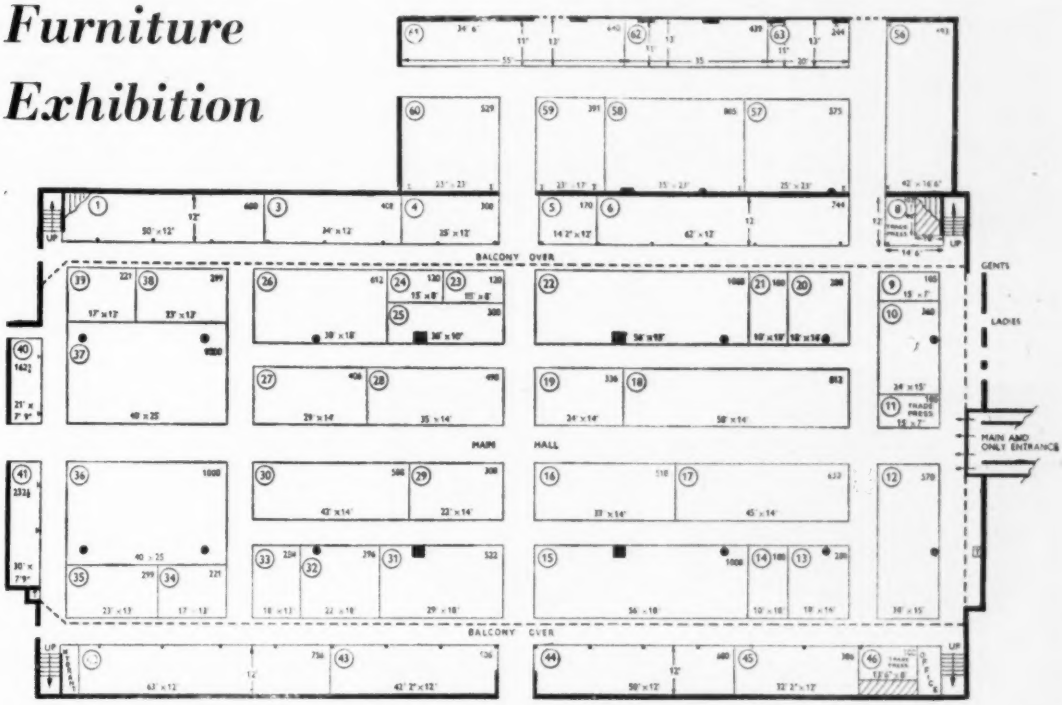
This new design in kitchen cabinets has a draw table with an ingenious stop which permits complete removal for cleaning. It is by the Stamford Cabinet Co., Ltd.

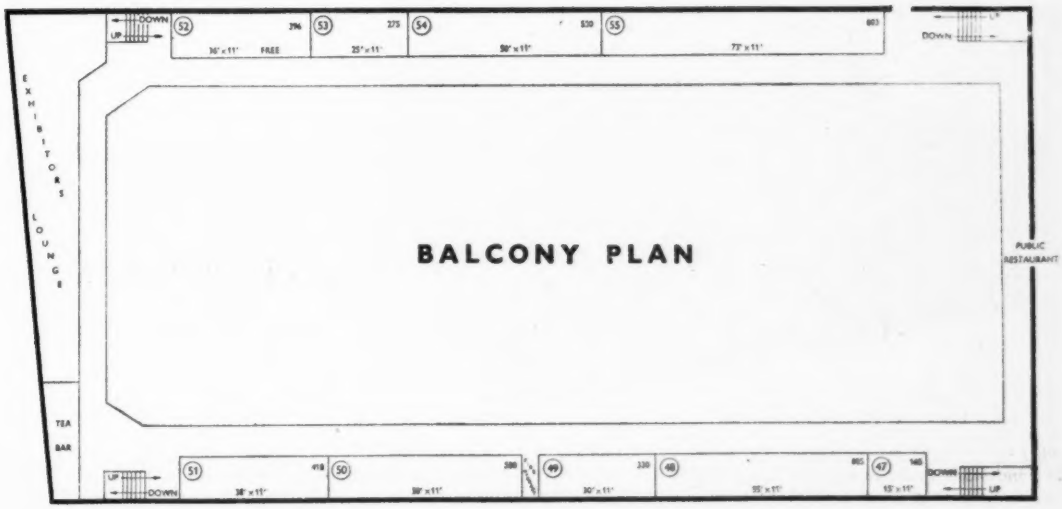
This pre-form border pocketed spring mattress with divan and matching headboard is by Burgess Bedding, Ltd.

Plans of the Stands at the Manchester Furniture Exhibition

FOR YOUR ASSISTANCE

"Furnishing World" has a stand (No. 11) immediately inside the entrance, to the right. Our staff will be glad to give every help to buyers and manufacturers who are invited to use the stand as their Enquiry Bureau.





Manchester Furniture Show (contd.)

Three different designs in bookcases by Bennett Woodwork (M/c) Ltd.

The "Walton" suite by J. Pamphilon & Sons, Ltd., is available in hide or leathercloth.

This settee from the "Rowsley" three-piece suite by Bedding (Bolton) Ltd. is hand-made throughout; it is hair upholstered, it has Latex foam padding in back and arms and has Latex foam cushions.

M (contd.)

Myers Bros. (Furniture), Ltd. Upholstery, chair frames, double-sprung, all-hair upholstery...20.

Merit Chair Frame Manfs., Ltd. Upholstered three-piece suites, medium and top - grade, in all English wool covers, dining chairs and nursery furniture...60.

P

J. Pamphilon & Sons, Ltd. Moquette, hide and leathercloth suites with deep sprung backs and seats, spring and rubberised hair or Dunlopillo foam cushions...35.

C. D. Pierce & Son, Ltd. Three-piece suites and fireside chairs...57.

R

L. Ramm & Sons, Ltd. Three-piece suites and a modern bed-chair of unique design...41.

Regent Furniture (Leeds), Ltd. Wood and metal-framed upholstery...47.

S

Philip S. Schulman, Ltd. Lamp shades, floor standards, table lamps, ceiling fittings, wall brackets, bed lights, electrical goods and fittings, lamp standards, cinema and hotel lighting fittings, lamps, lighting equipment, pottery, reading stands ...38.

Sensinwood, Ltd. Dining-room sets...44.

Stamford Cabinet Co., Ltd. Kitchen cabinets, kitchen base units and kitchen tables...63.

Standwell Furniture, Ltd. Range of first-class bedroom suites in walnut, all much below maximum price...29.

Stylcraft Furniture, Ltd. Cocktail and non-cocktail dining sets...30.

Superfine Furniture, Ltd. "Adelphi Mk. II" range of interchangeable oak bedroom furniture consisting of 12 carcass pieces and 3 beds. (Medium price range) ...51.

James H. Sutcliffe & Son, Ltd. Bedroom and dining suites in walnut, oak and maple...54.

T

Tynebuilt Cabinet Co. China cabinets and occasional tables—5.

W

Waldo (Sheffield), Ltd. Upholstery, three-piece suites, settees, easies, bed-settees, firesides...12.

West Lancashire Cabinet Co., Ltd. Oak and walnut bedroom suites and sideboards...27.

Wilkinsons (Bradford), Ltd. Bedroom, dining and occasional furniture, bedding, upholstery...36.

—and some of the new designs for Manchester next week

Part of the "Fodore" suite by Standwell Furniture, Ltd., is this dressing table which contains an invisible chair. The centre draws out and forms a complete dressing chair with loose upholstered seat.

The "Barry" is a new fireside chair by Leylux, Ltd.

From A. Horenstein comes this drop-leaf table in solid mahogany, African walnut or oak. It is hand-polished.

The "Oberon" chair by P. Leach Productions, Ltd., has a protected tension-sprung back and seat. The back cushion and arms are all in latex. It is available in several qualities of moquette. The frame of solid oak can be supplied in either matt or bright finish.

Holmes & Co. (York), Ltd., are showing this glazed front bookcase in oak with light, medium or dark finishes. It has sliding glass doors and two adjustable shelves. The lower door is hinged on the bottom edge and falls away from the front giving easy access to cupboard interior.

North Furnishers Plan Chain in the South

First London Branch Open : Beds, Wilts Stores Soon

"Furnishing World" exclusive

LARGE-SCALE expansion plans to establish a chain of furnishing stores in London and the South of England are now well under way by J. Graham (Furnishers), Ltd., 3-6 Orchard Chambers, Church Street, Sheffield, 1.

With the taking over of premises at 180 Rye Lane, Peckham, S.E.15 (previously occupied by Barnes Pianos), the firm has opened its 30th store, and the first London branch. Negotiations are in hand to secure other properties in various London districts.

New branches are also scheduled for early opening at Luton, Bedfordshire, and Salisbury, Wiltshire. Activities are not confined to the Southern counties, and the company has also acquired the business of Morris's, Nottingham.

Opened in time for Christmas trading, shopfitting at the new Peckham store has yet to be completed. The premises at present provide two separate showrooms running to a total depth of 180 ft., with sections for dining sets, bedroom suites, upholstery, bedding, carpets, linoleum, radio and television sets, and household appliances. Both showrooms have been modernised and equipped with latest type fluorescent lighting.

G. Bramson is Manager

Manager of this first London store is Mr. G. Bramson, who has been in the trade for 20 years, and was previously with The Times Furnishing Co., Ltd. He told a *World* reporter that the new venture has been well received by the public, and trading figures have proved very satisfactory and augur well for the future.

"Later in the year, the showrooms will be converted to form one spacious furniture hall which will be clearly seen through the open-vision windows," he said.

Directors of this go-ahead organisation are Mr. Jack Graham (managing), Mr. Harold Graham, Mr. Reginald Graham, M.A., and Mr. W. C. Coleman.

The business was established in 1899.

William Lawrence & Co. Show £60,000 Trading Loss

"Serious Deficiency in Stock"

A STOCK deficiency, a trading loss and the non-apyment of Preference and Ordinary dividends were the subject of a statement issued last week by the directors of William Lawrence & Co., Ltd., the Nottingham furniture manufacturers.

The statement said that in July last the directors had reason to believe that there was a serious deficiency in the stock of the company as compared with the estimated book stock.

This was confirmed after taking a further inventory, and the auditors were instructed to investigate the circumstances and to prepare interim accounts for the period from January 1 to July 31, 1952.

The auditors reported that these accounts showed a loss on trading of more than £60,000, but that they were not able to determine the circumstances or period to which the loss was attributable.

In view of the loss no dividend was paid on the Preference shares on January 1, or on the Ordinary shares of the company in respect of the year ending December 31.

The audited balance-sheet and accounts for the year to December 31 will be placed before the shareholders at the earliest possible date.

The statement adds that the directors are able to assure shareholders that there has been some improvement in trading conditions during the remaining months of 1952 and that provided that such improvement is maintained there is no threat to the company's liquid position.

The figure for stock and work-in-progress in the end-1951 accounts was £221,260. Capital, reserves and surplus, excluding the E.P.T. capital reserve, totalled £215,878.

Issued capital consists of £20,000 in Preference and £110,000 in Ordinary shares, largely held by the directors and their families. Chairman is Mr. Robert Hutchinson.

Fabric D-Scheme Has Caused Sales-Resistance

REVIEWING the operation of the D-Scheme, the annual report of the Furnishing Fabric Federation emphasises that any system which tends to restrict production to a price level or to specific construction particulars is a handicap to progressive development.

"The short-term effect of the D-Scheme has been to cause serious sales-resistance in the case of medium-priced fabrics that formerly bore no tax," the report points out.

"The long-term effect will be even more serious for the health of the industry, and its export potential, since a system has thereby been introduced in which the effective rate of tax progressively increases with increase in price, thus providing an automatic discouragement to the production of high quality goods.

"On the general question of purchase tax the attitude of the Federation has been, and still is, that the sooner it is abolished the better it will be for the industry.

"It is recognised that whatever variations in this kind of tax are introduced there will always be anomalies which create artificial barriers and levels of production, and therefore reduce the over-all efficiency of an industry in the home and export trades at a time when the country is faced with increasing competition.

"It is clearly apparent from announcements made in Government quarters that the need to export is more vital than ever before, yet anomalies stemming from the purchase tax still exist and those deter manufacturers from participating in the export trade to the best of their ability.

"Producers of high-quality furnishing fabrics do not know in advance what demand abroad there will be for the new designs and therefore if they proceed with production they might find that they are left with stocks on their hands which they are unable to sell in the home trade due to the high rate of purchase tax to which they are still subject."

The Federation looks to the future with confidence, however.

F.T.B.A. Flag Days at B.F.M. Exhibitions

THE directors of B.F.M. Exhibitions, Ltd., have granted permission to the F.T.B.A. to hold flag days at the Manchester Exhibition on Wednesday, January 14, and at the Earls Court Exhibition on Wednesday, February 18.

The sale of emblems will be confined to the vestibules and flag sellers will not enter the exhibitions.

The arrangements for the Manchester flag day are in the hands of Mr. J. A. Enser, area president, and the members of the Manchester Area Committee; while the Lady Wardens of the F.T.B.A., assisted by a number of ladies of the London Area Committee, are organising the Earls Court flag day.

It is hoped that all members of the trade attending the exhibitions on those days will generously support this appeal.

Bath Branch for Gloucester Furnishers

BATH City Planning Committee has agreed to let on a 15-year lease Nos. 7, 8 & 9, Northgate Street, Bath, to Foyles Furnishing Co., Ltd., Gloucester.

The lease is determinable at 10 years if the premises are required for public improvement. Rent is £1,250, plus rates and, the cost of providing and paying for new shop fronts in accordance with a design approved by the Council.

New Timber Company

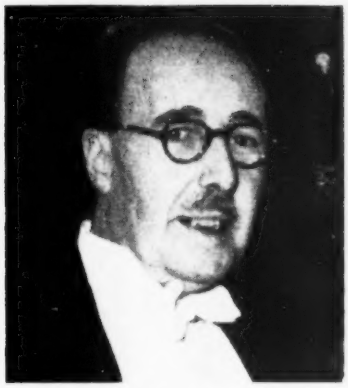
UNITED Africa Company announces that a subsidiary United Africa Company (Timber) has been appointed to act as technical advisers and provide other services for its timber undertakings, African Timber & Plywood, Nigeria, and African Timber and Plywood (Gold Coast).

The directors of the company are Mr. C. Th. R. de Gruiter, Mr. G. W. Houlding, Mr. W. McLaren and Mr. J. Q. Wood, and its address is the same as that of the parent company—Unilever House, Blackfriars, E.C.4

The company has a nominal capital of £25,000.

A new branch has been opened at 292 Hayes Bridge Road, Cardiff, by Sydney Stone Fabrics, soft furnishings specialists, of Cardiff.

Bolton Co-op. report record sales for the Christmas period—£17,000 for a fortnight—in their furnishing department.



Mr. C. F. Monier-Williams, C.B., M.B.E., Under-Secretary to the Board of Trade, who was one of only two speakers at the L.F.M. New Year dinner.

At the New Year dinner and dance of the L.F.M. were (right) the President, Mr. H. Stanley Wharton; (centre) Mr. R. W. Howden, President of the National Association of Retail Furnishers; and Mr. Norman H. Dixon, retiring secretary of the Birmingham F.M.A., who was making his last appearance at a furniture industry function.

Mr. R. T. Baveystock has (on his left) Mrs. MacAlister Bexon, wife of the President of the B.F.M., and (on his right) Miss Rayner Stephens.

Alderman Ralph E. Perring, J.P.—a picture taken during the L.F.M. New Year dinner.

London Makers Hold New Year Dinner Dance

THERE were more than three hundred members and guests at the New Year dinner and dance of the L.F.M. at the Dorchester, Park Lane, last Saturday.

This is always a brilliant gathering and a very enjoyable function—but it is never the occasion for a long toast list. It is looked upon entirely as a social event, and on Saturday the only toast was that of the "Ladies and Guests."

Mr. H. Stanley Wharton, the president, referred particularly to the guest of honour, Mr. C. F. Monier-Williams, an Under-Secretary to the Board of Trade.

He said it was particularly appropriate that Mr. Monier-Williams was the principal guest that night because his Department was now almost entirely free from any responsibility for the furniture industry, and he was therefore probably in a better position to speak freely than he had ever been before.

Mr. E. J. Webb (left), Chief Technical Officer of the Board of Trade, was with Mr. David D. Mitchell, general secretary of the B.F.M., at the New Year dinner.

"Mr. Monier-Williams has been associated at the Board of Trade for many years with Furniture Control," said Mr. Wharton. "He has proved a great friend of the industry, always willing to listen to our representatives and to give them proper weight in the decision taken."

Mr. Monier-Williams made a very amusing reply and referred to his long association with the furniture industry.

Dancing to Sidney Lipton's Band continued until 1 a.m.

Secretary of the L.F.M., Mr. A. Godfrey, was photographed with his wife.

Viewpoint

THE recommendation that, for an experimental period and particularly until the end of the Earls Court Exhibition, the retail mark-up on furniture should be raised to 40 per cent should have caused neither surprise nor misgiving.

For a very long time before price control was abolished retailers were pressing for an increased margin. Their claim was based on the fact that the old utility mark-up of 33⅓ per cent was uneconomic.

A 33⅓ per cent mark-up, of course, means 25 per cent on returns; and the cash furnisher operating on this 25 per cent was just about breaking even. In some instances he was even making a small loss and the furniture department had to be subsidised by other goods. The hire-purchase furnisher was in better conditions because he had his 10 per cent service charge.

★★ Now, the 40 per cent mark-up recommended means 28.5 per cent on returns. The difference between this margin and the former utility margin means *an increase of only £3 10s. in every £100 of turnover.*

This cannot by any stretch of imagination be called a drastic rise in the cost of furniture. And it is believed that it is necessary only in order that furniture retailing may be placed on an economic basis.

We suggest that these facts and figures should be carefully considered by those Labour Members of Parliament who, during a debate in the House that is expected within the next fortnight, are to demand that control of margins on furniture should be reimposed.

★★ The National Association of Retail Furnishers has said quite plainly that it does not agree with the principle of trade associations fixing prices and margins of profit. It has made only a temporary recommendation for guidance during the initial, experimental period of price decontrol.

One instance, however, in which a retail association might be justified in fixing a margin is in connection with branded and nationally advertised furniture. Here there might be good reason for consultations between manufacturers and retailers, such as those which led to a satisfactory arrangement in the bedding industry last March.

Readers' Viewpoint

D-Level of Bed-Settees

The Editor,
"Furnishing World."

SIR,—We wish to draw your notice to a point which, no doubt, you are well aware of in connection with the D-Scheme for furniture. We note two levels have been allowed to settees but, strictly speaking, no provision has been made for bed-settees.

It follows that if a bed-settee is being supplied this has to come within the price allowed for ordinary settees, and as all bed-setteees carry mainly a 4 ft. wide action they all come within the lower price level, unless one is prepared to increase the size of the metal action, merely to qualify for the higher level allowed for a 4 ft. 6 in. inside arm width of settee.

It does appear to be fantastic that one is to alter the utility purpose of an article that has been in use here for the last 35 years or so, merely to conform to a price range which, in point of fact, has the effect of making an already cumbersome article more cumbersome, for no purpose whatsoever, other than "beating the law."

We think this point could be brought effectively to the notice of the Treasury, with the suggestion that the two levels for settees should, as they state, include bed-settees but the proviso for the higher level in the case of the bed-settee should not be for width but for fully upholstered arms.

Therefore the position would be that the D-Figure of £19 would cover a settee less than 4 ft. 6 in. wide between the arms or a *bed-settee* with *unupholstered show-wood arms* and the higher level of £25 would cover a settee 4 ft. 6 in., or greater, in width between the arms, or a *bed-settee* with *fully upholstered arms.*

The bed-settee, to-day more than ever before, is becoming an essential part of the furnishing for small bungalow and terrace-type houses that are now springing up throughout the country and from this very viewpoint alone, and the fact that this article of furniture is more common to the lower income groups than to any other section of the community, it is obviously creating hardship in the very direction in which one would imagine the Government has least wish to do so, by forcing the manufacturer to increase the cost of producing this most essential item of furniture by adding, unnecessarily, to the width and weight.

Yours, etc.,
SIMON COORSH,
Glasgow. Coorsh Bros. & Co., Ltd.

Bring Back the Drop-end

The Editor,
"Furnishing World."

SIR,—Having recently converted a settee into a double drop-end settee, plus the fact that I have received many enquiries for conversions of this nature, I do feel that the return of the drop-end settee would meet with popular favour.

It seemed a great pity that when a drop-end metal action was perfected that the drop-end went out of favour. This, perhaps, was due to the fact that the wooden type of action did not always function successfully. Maybe one or two manufacturing upholsterers would be willing to sponsor the return of the drop-end.

Yours, etc.,
H. BENDOFF.
68 Clapham High Street,
S.W.4.

Unions Condemn D-Scheme

AT Saturday's meeting of Birmingham Trades Council, Mr. H. B. Rhead, national organiser in the Midlands and East Anglia of the National Union of Furniture Trade Operatives, had full support for his branch's resolution: "That this Trades Council protests against the 'D' furniture scheme, the consequent abandonment of consumer safeguards and the imposition of increased taxation on domestic furniture."

Copies of the resolution are to be sent to Birmingham M.P.s.

personally speaking...

NEWS OF MEN YOU KNOW

AT the L.F.M.'s New Year Ball in London last Saturday I was able to congratulate **E. J. Webb**, chief technical officer of the Board of Trade, who was awarded the M.B.E. in the New Year's Honours List. His picture appears on page 49. Another new M.B.E. is **Henry W. Maguire**, a director of Furdecor, Ltd., the Mortimer Street, London, furnishing firm. The B.E.M. was received by **Charles Gisborne**, who is woodcarving foreman of H. H. Martyn & Co., Ltd., Cheltenham. Mr. Gisborne carved the Speaker's Chair in the House of Commons.

☆ ☆

FOR many years with Harris Lebus, Ltd., **E. F. Gisbourn** has resigned his post to join Ronson Furniture, Ltd., London, E.2, the makers of walnut bedroom and dining-room furniture, as representative in Staffordshire, Warwickshire, Worcestershire, Leicestershire, Derby and Nottingham. Mr. Gisbourn started his new duties on January 1.

Mr. E. F. Gisbourn

☆ ☆

NEWLY appointed a director of Hancock & Lant, Ltd., the furniture and carpets wholesalers, Lady's Bridge, Wicken, Sheffield, is **Ronald S. Lant** who is a son of the managing director, **Alfred Lant**. Since completing his war service, Mr. Ronald Lant has represented the firm in the North East and North Midlands Areas. He will continue to do so.

☆ ☆

FROM Western Upholstery, Ltd., a subsidiary of Christie-Tyler, Ltd., comes news of the appointment of **Bernard Halmer** to be their agent in Yorkshire, Durham and Northumberland. In the areas of Greater London, Surrey and the Eastern Counties, **J. D. Carter** will be the company's sole representative.

I CONGRATULATE **J. Westcott Pope** on celebrating his twenty-first anniversary as managing director of Wm. Lefevre, Ltd., Canterbury, Kent. Over this number of years, the business has steadily expanded to become one of the foremost furnishing stores in the county. Among his numerous activities, Mr. Pope is chairman of Canterbury & District Chamber of Trade, and a member of Canterbury Rotary Club.

☆ ☆

MY roving reporter informs me that **M. J. Hart** has been appointed manager and buyer of bedding, carpets, linoleum and soft furnishings for Mathias's of Putney, Ltd., Upper Richmond Road, S.W.15. He was previously with V. H. Bennett, Ltd., Weymouth.

☆ ☆

AT the Annual Christmas Dance, given by **Herbert E. Gibbs** and his wife for members of their staff, at Firs Hall, Winchmore Hill, the wives of a group of workers, who have been employed for more than 25 years, presented Mrs. Gibbs with a silver bangle and compact case. These were handed to Mrs. Gibbs by Mrs. Lefever, whose husband has been with the firm for 27 years, and has herself been engaged in the furniture industry.

☆ ☆

A NOTE from W. Leet & Son, Ltd., the Curtain Road, London, bedding firm, tells me that **John Allen** has been appointed sales manager of the company. He was, for many years in the service of Charles Fox, of Brentford. Mr. Allen is also well-known in the trade as a member of the Executive Committee of the mittee of the Furnishing Trades Benevolent Association.

Mr. John Allen

A Smile with Betts

"What's this—three shirts, two vests, four sheets? Charlie, where did you send that last lot of rag flock to be washed?"

A RE-ORGANISATION of their sales staff is reported by Biggs Upholstery Trimmings Co., Ltd. Worcester Park, Surrey. The following representatives have been appointed: **B. G. Stone** for the North-West London and Middlesex area; **S. A. Rozelaar** for London West End and to maintain contact on behalf of the Coir Manufacturing Co., Radcliffe, Manchester, and A. L. Swinton, Dundee, for whom Biggs are agents with bedding manufacturers; **J. W. Green** will continue to look after the Eastern Counties; **J. A. Nicholls** will temporarily add the counties of Surrey, Sussex and Kent to those he already covers.

☆ ☆

NEW furnishing manager of the Grimsby Co-op. is **J. Heppell**, who was formerly in the Crampton Society's furnishing department.

☆ ☆

THE engagement is announced of Miss Daphne Roberts, daughter of **H. A. Roberts**, the Westgate, Bradford, furnisher, to F. S. Pitts, also of Bradford.

Nomad

Deaths in the Industry

Mr. C. A. Day, Well-known Notts Furniture Manufacturer

MR. CHARLES ALFRED DAY, managing director of Bottomore Day & Co., Ltd., the furniture manufacturers of Nottingham, died at his home on Monday after a long illness.

Mr. Day, who was 58, joined F. Bottomore & Co. as works manager in 1930 and took over control of the business four years ago when it was formed into a limited company.

A past-president of the Nottingham and East Midlands Furniture Manufacturers' Association, with which he had been associated for the past 20 years, Mr. Day was also a keen supporter of the F.T.B.A.

He leaves a widow and one son, Mr. Derek H. Day, who is a director of the firm.

Mr. James Hart

MR. JAMES HART, partner in the firm of Hart, Moody & Austin, cabinetmakers, of Price Street, Birkenhead, has died at the age of 41.

Mr. Hart started his career as a cabinetmaker with Halliday & Todd, Ltd., furnishers, of Birkenhead, for whom he worked for 16 years.

During the last war he was employed on aircraft production with a Merseyside firm, and subsequently started the cabinetmaking business in which he was a partner.

Mrs. E. Maw

THE death has taken place of Mrs. Annie Elizabeth Maw, aged 72, principal of Maw's Stores, furnishers, of Pickering, New Malton and Thirsk, who had devoted her interests to the well-being of the firm since the death of her husband, Mr. Matthew Maw, founder, in 1925.

The business continues under the direction of one of the sons, Mr. J. D. Maw, who is co-partnered by his wife.

Mr. John Norden

MR. JOHN NORDEN, who retired about 15 years ago after many years' service in the furniture trade, has died at Chester, aged 81. He first came to Chester from London to take a position with W. J. Henderson, house furnisher, in St. Michael's Row.

Later he became a departmental manager with Waring & Gillow, Ltd., Liverpool, subsequently going to another Liverpool furnishing firm.

Mr. Frank Moss

MR. FRANK MOSS, chairman of Frank Moss (Mansfield), Ltd., furnishers, of Toothill Street, Mansfield, Notts, has died at the age of 81. He spent all his business life in the firm founded by his grandfather in 1820, and became chairman of directors when the firm became a limited company in 1946.

An expert craftsman in wood, he carved the oak screens in the side chapels at Mansfield Paris Church.

Mr. Robert Pickles

MR. ROBERT PICKLES, managing director of Robert Pickles, Ltd., soft furnishings and leathercloths, Portsmouth, new Burnley, has died at the age of 75.

Cardiff F.T.B.A. Hopes for £1,000 Next Year

CARDIFF and South Wales Area F.T.B.A. Branch, who handed to the Association £330 raised during the year ended June 30, are hoping to raise "at least £1,000" between now and next Christmas.

This was stated last week by the area's new chairman, Mr. A. J. E. Hartley (southern area controller, Bevan & Co., Ltd.). Among the forthcoming events will be a Derby draw in which the first prize will be "very substantial." The provisional plans include an amateur boxing tournament to be held probably after this draw. There will be the usual golf meeting.

Mr. Hartley also gave the results of the area's Christmas draw. Mr. R. Stone (Bevan's Cardiff branch) won first prize, £25, with second prize, a B.M.K. Axminster carpet, going to Mrs. J. Ellis (Barlows [of Newport], Ltd.).

A Jarman & Platt Guildford dining set, originally intended for the tombola at the area's annual dinner last October, was held back as there were sufficient prizes, and was sold to one of the committee members. The sum realised was then used to provide the Christmas draw prizes.

Mr. George M. Williams (Christie-Tyler, Ltd.) has been appointed area president in succession to Mr. A. E. Fenard (South Wales Wholesale Bedding Works, Ltd.). Mr. A. Phillips (now Greaves & Thomas, formerly Court Bros. [Furnishers], Ltd.) is vice-chairman.

Mr. Fenard continues to serve on the committee which includes: Messrs. A. K. Fenard (his son); George Andrews (County Furnishing Co., Newport); D. C. Lewis (D. C. Lewis Upholsterers, Ltd.); W. E. Packer (D. C. Lewis Chair Co.); Harold Wilson and Norman Wilson (White, Wilson & Co., Ltd.); L. Rees (F. Austin, Ltd.); H. S. Cohen (Bevan's Cardiff branch); F. W. Bywater (Cavendish, Newport); L. J. Humphreys (Bristow & Townsend, W. Steel & Co., C. Lamb & Sons); J. Chamberlain (R. Beere & Co., B. Cartwright, High Wycombe, and Philip Rose, London); T. James (Cavendish, Cardiff); L. Brecon (Tibbenham's); J. Childs (Herbert Farmer, Ltd.); E. Davies (Supolstery, Ltd.); E. D. Morgan (Stag Cabinet); C. Crawley (Harris Lebus, Ltd); F. Gregory (Brown Bros. & Taylor, Ltd.); and Evans (Rapido).

"Nomad" reports. . .

MY picture shows members of the staff of J. Cinnamon, Ltd., after the distribution of poultry at their Christmas Eve party. At this annual event all employees receive a fine Norfolk turkey, except those of less than a year's service, who get a chicken. So **Alf Lindsey,** who has been with the firm since its foundation in 1905, **Jack Brown,** with 35 years' service, and **Bill Bromley,** with 28 years, are wondering if their ovens are big enough! A note of interest is that Alf Lindsey's son, Jimmy, has been with the firm 24 years and his brother Harry, 40 years.

Big Rush for Furniture at January Sales

Demand for Soft Furnishings is Also Heavy

"World" Reporters

FIRST days of the January sales have shown that housewives are definitely home-making conscious, and this year, more than ever before, they are bent on securing bargains from the furnishing departments in the large stores, and are also stepping up sales in the smaller shops.

The consensus of opinion in the retail trade is that the strongest demands are for furnishing fabrics, household linens, carpets and large single pieces of good quality furniture. Luxury linens have given way to something more utilitarian.

In **London,** the stores agree that this year buying is discriminate, with women eagerly seeking carpets, furnishing fabrics, household linens and furniture, as well as wearing apparel, rather than acquiring bargains just for the thrill of it.

Crowds at **Thomas Wallis & Co., Ltd.,** Oxford Street, W.1, are snapping up 63 in. French cotton checks at 4s. 11d. a yard, for use as divan covers, bedspreads and tablecloths. Union linen sheets, normally 66s. 6d., are priced at 49s. 11d., and cot blankets (size 33 in. by 44 in.) are selling well at 11s. 9d. a pair.

At **Selfridges, Ltd.,** nearby, the soft furnishing department is coping with a rush for fabrics, which offer reductions of up to four shillings a yard on some materials.

William Whiteley, Ltd., Queensway, W.2, are drawing housewives with a special feature of carpets, including Wilton runners at almost half-price, Wilton body carpet reduced by 14s. 6d. a yard, and plain Indian carpets at 50 per cent below normal figures. The household linens department also carries strong reductions on all lines.

At **Gorringes** of Victoria, **Maple & Co., Ltd.,** Tottenham Court Road, and **Peter Robinson,** Leicester Square, drastic price reductions are also commanding marked attention.

Crack of dawn queues on Wednesday of last week heralded the first of the sales at **Bournemouth,** Hants. Women in the queues told a "*World*" reporter that furnishing fabrics and household linens were considered priority purchases, and one lady ventured to suggest that with the cash saved on the purchase of a three-piece suite she could afford to buy a new coat! These shoppers were waiting for the doors to open at Brights of Bournemouth, and Bealsons.

At **Beales** of Bournemouth, whose sale opened on Monday, emphasis is on occasional furniture. Stained and polished oak finished bed tables (24 in. by 14 in.) are priced at 19s. 6d., with two- or three-tier tea trolleys proving popular bargains at 39s. 6d. and 52s., respectively.

Plummer Roddis, Ltd., also joined in with their sale on the same day, offering repro. oak bedroom suites, usually £84 12s., reduced to £59 19s. 6d., with oak dining sets marked down from £43 13s. 6d., to £29 10s. Handmade Indian carpets (10 ft. 6 in. by 9 ft.) usually £65, are priced at £35.

A big rush for soft furnishings at this store has been occasioned by the low prices; 36 in. wide cretonne, in small designs and several colours, has been reduced from 3s. 11½d. to 2s. 11½d. 48 in. wide designed brocade, normally sold at 10s. 11d. and 12s. 11d., carries a 6s. 11d. price ticket.

From **York** comes a report that **Hunter & Smallpage, Ltd.,** are luring women shoppers with lengths of French brocade included in fabrics of every colour and hue. These are being snapped up by keen bargain hunters, who also have an eye on the numerous offers of nets, quilted fabrics, cushions, down quilts, blankets and linens. Furniture bargains include nests of tables (walnut, mahogany or oak) reduced from £11 10s. to £8 15s., and gate-leg tables, usually £10 8s. 4d., marked down to £7 10s.

At **Rowlands,** Parliament Street, York, hundreds of bargains include three-piece suites from £26; fireside chairs (fitted loose cushion) reduced from £7 3s. 4d. to £5 11s. 6d., and 4 ft. 6 in. dining sets in walnut, marked down from £54 6s. 8d. to £45.

Rowland Bros., Lynn Street, West Hartlepool, whose sale opened on January 3, offer a 4 ft. bedroom suite at £36; dining set in oak (4 ft. 6 in. sideboard, draw-leaf table and four chairs) at £24; or a well-sprung three-piece suite in fawn moquette for £31.

At **Jas. Woodhouse & Son's** Newcastle branch, oak dining sets (4 ft. sideboard, with bow doors, draw-leaf table and four upholstered chairs) have been price slashed from £43 15s. 6d. to 29½ guineas. Leathercloth three-piece suites, usually £54 17s. 9d., have been reduced to £29 14s. 6d.

Vono in Leeds

A part of the new showroom opened by Vono, Ltd., at 8 Neville Place, Leeds. Mr. Godfrey Mathers is in charge.

Your Stockroom Dates For Mid-January

I. ABEL & SON (KINGSLAND), LTD. January 12 to 23, at Lincolns of Bristol, Temple Way, **BRISTOL.** Also January 12 to 16, at 12-16 Hertford Road, **LONDON, N.1.**

* * *

A. HUBBERSGILT, LTD. January 12 to 16, at Queens Hotel, Piccadilly, **MANCHESTER.** Mr. A. G. Hutchings in attendance.

* * *

WM. JOHNSON & SON (MANCHESTER), LTD. January 12 to 16, at Deansgate Arcade, 32 Deansgate, **MANCHESTER.** Mr. H. J. Brenner in attendance.

* * *

WILLIAM LAWRENCE, LTD. January 12 to 16, at George Hotel, **READING,** Mr. A. J. R. Henderson in attendance; also at Royal Station Hotel, **HULL,** Mr. R. P. Hasler in attendance.

* * *

HARRIS LEBUS, LTD., will hold the following stockrooms during the week beginning January 12: Music Hall, Union Street, **ABERDEEN,** Mr. A. H. Brown in attendance; Produce Exchange, 8 Victoria Street, **LIVERPOOL, 2,** Mr. W. T. Hiscock in attendance; Lower Queens Hall, West Walls, **CARLISLE,** Mr. A. Haslam in attendance; Maclagan Hall, St. William's Colleges, College Street, **YORK,** Mr. R. H. Gray in attendance; Kirke White Boys Club, High Street, **LINCOLN,** Mr. R. F. Phillips in attendance; Chamber of Commerce Buildings, 95 New Street, **BIRMINGHAM,** Mr. S. Morgan in attendance; Conservative Club, Castle Street, **LUTON,** Mr. E. W. Lashbrook in attendance; Central Methodist Community Centre, Regent Square, **NORTHAMPTON,** Mr. L. A. Penney in attendance; Royal Hotel, College Green, **BRISTOL,** Mr. P. Irish in attendance; Kensington Hotel, **BELFAST,** Mr. R. C. Langley in attendance.

* * *

MILWOOD FURNITURE WORKS. January 12 to 16, at Embassy Hotel, Burslem, **STOKE-ON-TRENT,** Cheshires, Ltd., in attendance.

* * *

M. MORRIS CABINET MAKERS, LTD. January 12 to 16, at Queens Hotel, Piccadilly, **MANCHESTER.** Mr. A. G. Hutchings in attendance.

* * *

REGALSLEEP, LTD. January 12 to 16, at Queens Hotel, Piccadilly, **MANCHESTER.** Mr. A. G. Hutchings in attendance.

* * *

RELIABLE FURNITURE CO., LTD. January 12 to 16, at 32 Deansgate, **MANCHESTER.**

* * *

(M. STEPHANY, LTD. January 12 to 16, at Queens Hotel, Piccadilly, **MANCHESTER.** Mr. A. G. Hutchings in attendance.

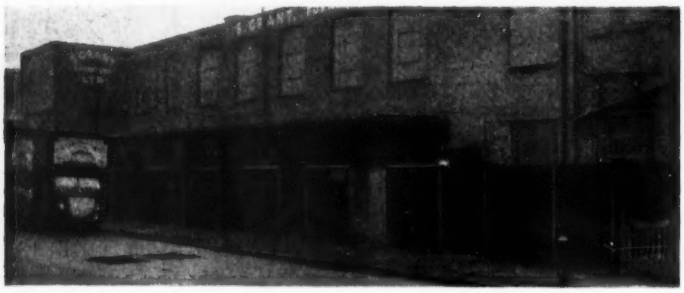
* * *

SRAGOWITZ & GILLMAN, LTD. January 12 to 15, at Royal Hotel, **DUNDEE.**

* * *

L. WOLBERG, LTD. January 12 to 16, at Grosvenor Hotel, Deansgate, **MANCHESTER,** Mr. Dudley G. Read in attendance.

S. Grant's Move to Modern Works



ON Monday, December 29, S. Grant (Furniture), Ltd., the manufacturers of dining-room suites, moved into a new, modern factory at Harrow Road, Leytonstone, E.11.

This new factory is spacious and is equipped with the latest machinery. The output will be considerably increased and Mr. Grant, managing director, says that he is very confident that the firm's many customers will receive delivery of their orders with the very minimum of delay in the future. He also emphasises that, although the Utility specification has now been abandoned, the standard of materials, quality, and workmanship will remain the same.

Several new additions have been made to the staff amongst whom is Mr. R. J. Wood, F.P.C.A., F.N.I.C.S., who has been appointed accountant and secretary to the company. Mr. Wood formerly held a similar position with Woodcrafts (Ilford), Ltd.

The sales staff has been reorganised and Mr. Bert Portrait will represent the company in the West End of London and in areas north of the Thames, and Mr. Jack Goss will represent them in areas south of the Thames and on the South Coast. Mr. Tobias continues in the Lancashire, Cheshire and Potteries districts.

S. Matthews' Exhibition in New Showrooms

AN exhibition of all their existing as well as new lines will be held by S. Matthews & Sons, Ltd., at their London showrooms, 523a Cambridge Heath Road, London, E.2, from January 20 to 27.

The exhibition will be open from 9 a.m. to 5.30 p.m. from Monday to Friday and from 9 a.m. to 12 noon on Saturday. Mr. P. Matthews and Mr. B. Matthews will be in attendance.

School Furniture Wanted

SUPPLIES of school furniture, including chairs, desks and tables, and furniture to equip offices, libraries, medical and staff rooms, are required by Dorset County Education Committee for new secondary schools at Bovington and Wimborne. Details can be obtained from the County County Education Officer, County Hall, Dorchester. Tenders, addressed to Mr. C. P. Brutton, Clerk of the County Council, at the County Hall, must be received by 5 p.m. on January 31.

Correction

Through a printer's error in Blue Gate Products, Ltd.'s advertisement for their "Pride o' Home" kitchen furniture in our last issue, their half cabinets were described as "hall cabinets."

We regret any inconvenience caused to the firm or any misunderstanding by our readers.

"World" Service Bureau

Some Enquiries Answered

8478.—Stacking chairs.
8479.—Nursing chairs on rockers.
8480.—Address of Furniture Development Council.
8481.—Playpens with hinged folding floors.
8482.—Rubber-backed carpeting.
8483.—Metal tripods for holding garden umbrellas.
8484.—Folding dining-table heat resisting felts.
8485.—Instruction book on old-style upholstery.
8486.—Dates of 1953 Earls Court Furniture Exhibition.
8487.—Floor standards.
8488.—Windsor kitchen chairs.
8489.—Thermostatic and automatic heating system of Hanna & Browne, Ltd.
*8490.—"Carisbrooke" three-piece suites.
*8491.—50 in. wide fine chintz; old London design, 1790-1800; with 2-horse drawn phaeton, coachman, lady and gentleman; background of faint clouds, trees and lamp standards.
8492.—Wash cabinets.
8493.—Dining-room suite consisting of 3-ft. dresser, gateleg table and wheelback chairs.
8494.—Metal kitchen cabinets.
8495.—Rubber-backed carpeting.
8496.—"Dorchester" bed-settees.
8497.—"Unad" furniture.

* Means unanswered. Can any reader help?

CITY NEWS • CITY NEWS • CITY NEWS • CITY NEWS • CITY N

BANKRUPTCY REPORT

Harry **Chippeck,** 96 Church Street, Croydon, Surrey, furniture dealer, lately carrying on business at that address as **The Croydon Furniture Company.**

At the first meeting of creditors the Official Receiver reported debtor had filed statement of affairs showing liabilities £5,928 (£5,649 due to unsecured creditors) and assets estimated to produce £368.

A resolution was passed for the appointment of Mr. C. L. Walker, accountant, 2-3 Duke Street, St. James's Street, S.W.1, as trustee of the estate, with a committee of inspection.

On debtor's behalf it was stated that his family might be inclined to make an offer of composition to creditors.

PRIVATE ARRANGEMENT

M. Lipton, Ltd., 5 Dystart Street, London, E.C.2, manufacturing upholsterers.

At a meeting of creditors (convened pursuant to Section 293 of the Companies Act, 1948) at which Mr. M. Lipton, a director, presided, the company's solicitor said it was intended company should enter into voluntary liquidation, but as a result of approaches made by a number of creditors it was suggested it would be a great pity if the company were wound-up having regard to its high reputation in the trade. A suggestion was made that an offer of composition might be put forward. The shareholders, therefore, had not passed the resolution for winding-up but had adiourned their meeting to ascertain the views of the general body of creditors in respect of a proposed composition of 12s. 6d. in the £. The directors would defer their own claims and would undertake to sign jointly and severally separate guarantees to each creditor making themselves liable should there be any default by the company.

According to the statement of affairs at December 18, 1952, liabilities were £27,569, of which £10,769 was due to trade creditors. The assets were estimated to realise £17,870, leaving a deficiency of £9,699.

It was reported company was registered on May 30, 1946, with issued share capital of £200. In the first 13 months to June 30, 1947, the four directors advanced company £3,647 as additional working capital to finance purchases and wages. During that period sales were £20,741, gross profit £2,827, net loss £141. It was explained, however, that at the time the company was restricted to the manufacture of chairs in duck material.

In the following year sales went up to £52,171, gross profit was £7,333, and net profit £253. During this year the directors lent the company a further £1,400, making a total of £5,047, free of interest. The main reason for the successful year's trading was the fact the company was licensed to manufacture three-piece suites.

For the year to June 30, 1949, sales were £88,614, gross profit £12,592, net profit £590. The accounts to June 30, 1950, showed that sales declined to £80,968, gross profit was £9,355, and net profit £31. During the latter year there was a change from wool and tapestry cloths for chair covers to uncut moquette.

Figures to June 30, 1951, disclosed sales £87,978, gross profit £5,539, and net loss £3,062, which was mainly attributed to the fact that the market prices of stock in hand dropped suddenly with the result suites had to be sold cheaper. Competition also became very keen.

Bid for Easterns By U.D.S. page 41
Affairs of William Lawrence page 48

The last accounts to June 30, 1952, showed sales had declined to £63,463, gross profit was down to £2,667 and net loss was incurred of £3,394.

Since the end of June, 1948, the directors had made further advances to the company each year and at June 30, 1951, the amount totalled £7,264. Due to the slump in the furniture trade further advances of £3,750 were put up during the year to June 30, 1952, making a total of £11,014, free of interest. Unfortunately, the company's trading did not improve, and during November last it was decided to cease trading in order to retain the assets for the benefit of creditors. However, several creditors had expressed the view that the company should continue trading and it was decided to make the offer of 12s. 6d. in the £, the directors deferring their personal claims.

The majority of creditors present voted against accepting the offer of 12s. 6d. in the £, and intimated they would be willing to agree to 15s. in the £.

Mr. Lipton then said the best possible offer would be 13s. 6d. in the £ (payable as to 5s. on February 1, 1953, 5s. March 1, 1953, and 3s. 6d. on April 1, 1953), and creditors resolved to accept the composition, subject to the signing of guarantees.

The following are creditors:

Anderson, Grant & Co., Ltd., £615; Agran, Nathan, £235; London Flock Co., Ltd., £112; Portways, Ltd., £448; Caras, B., & Co., £85; Marbett Manfg. Co., Ltd., £135; Guppy, F. & A., Ltd., £104; Harris, Albert (Cradley), Ltd., £88; Natley, L. B., & Co., Ltd., £129; Goodchild, A., & Son, £253; Tinsley Wire Industries, £843; Matthews, F., & Co., Ltd., £352; Crosby Spring Interiors, £429; Moore, Henry (Castors), Ltd., £72; Illingworth, E., & Co., Ltd., £690; Orr, Wm., £138; Carpet & Textiles, Ltd., £1,118; I.C.I., Ltd., £26; Dalton, Barton & Co., Ltd., £3,056; Lewis & Co., £555; Semple & Co., Ltd., £720; Kean & Scott, Ltd., £54; Flexel Springs, £96; Dermide, Ltd., £293.

DISSOLUTION OF PARTNERSHIP

Frederick **Smith** and John William **Liddiard,** trading as **"Liddiard & Smith,"** 47 Wadeson Street, Bethnal Green, London, E.2, cabinetmakers. October 31, 1952 (dated December 23, 1952). All debts by Frederick Smith, who will continue.

COUNTY COURT JUDGMENTS

The following information has been taken from the Registry of County Court Judgments, the Treasury, S.W.1. Publication does not imply inability to pay. Debts may have been paid, or may refer to disputed cases.

Jones, Edgar (male), 151 Cowbridge Road, Canton, Cardiff, house furnishers. £41 9s. November 21.

F. & D. Noble (Carpet Crafts) (a firm), 423 Ripponden Road, Oldham. £12 5s. 3d. November 12.

White, G. L. (male) (t/a **Amber Upholstery**), 70 Arnham Terrace, Spondon, upholsterer. £108 9s. 7d. November 26.

Burgreave, Frank, 16 Port Street, Hyde, cabinetmaker. £16 0s. 1d. October 6.

Hayman, J. R. (male), 39 Fore Street, Totnes, cabinetmaker. £13 18s. November 26.

Dandy, Arthur, 300 Tottington Road, Woolfold, Bury, carpet dealer. £204 11s. November 14.

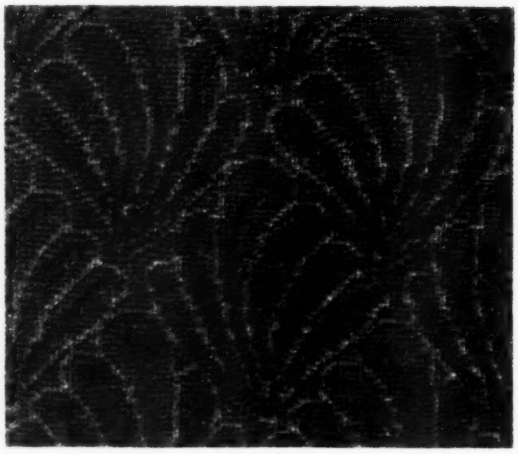
Blake, L. C. (male), 33 Newland Court, The Avenue, Wembley Park, upholsterer. £21 8s. 6d. November 24.

Feldman, Louis, 17 Redchurch Street, E.2, furniture manufacturer. £13 17s. October 23.

Harrows, John Edward, 77 Leeming Lane South, Mansfield Woodhouse, upholsterer. £33. December 2.

Left: Here is a very fine reproduction early Gobelin tapestry. It comes from Veronique (Furnishing) Fabrics. Ltd. This attractive multi-coloured design is No. 9004 in their range.

Better-Upholstery To Aid

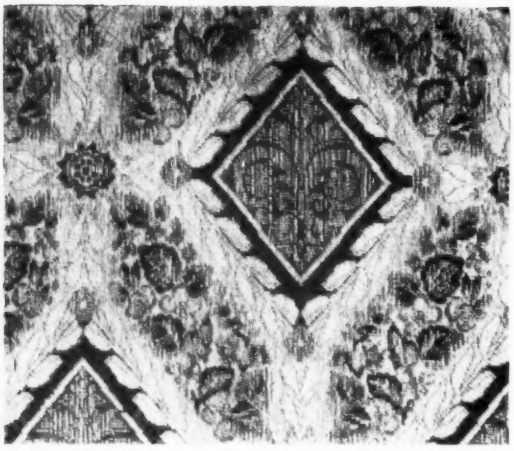


Right: This is double wire uncut moquette from the Claremont Manufacturing Co., Ltd. It is the "Brutus" quality, 100 per cent wool pile and has been officially tested as fast to light.

SPRINGS, fillings, frames and style all have a definite part to play in the sale of upholstery, but without a doubt the one thing that first attracts the customer's eye, whether it is a member of the public in a store or a buyer in a manufacturer's showroom, is the upholstery covering.

It is rather surprising, therefore, that there has, until recently, been so little effort on the part of fabric manufacturers to make the coverings more attractive and on the part of upholstery manufacturers to make use of those more effective materials that are available.

Ever since the end of the war when people were heartily sick of the restrictions on design and colour available for the home, manufacturers have been slow to make the most of their opportunities. There is, however, a welcoming sign that they are now beginning to take as much interest in upholstery coverings as they have been doing in curtain draperies, which have been improved rapidly in design during the last few years.



Left: This attractive design by Mellors Munro & Co., Ltd., can be obtained with a plain all-wool cloth to match. It is 100 per cent wool pile and is available in four shades.

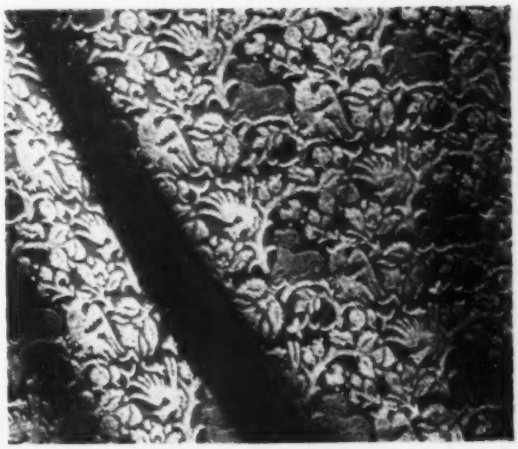
Sales Value of Three-Dimensional Fabrics

The first essential of an upholstery fabric is that it should be hardwearing and for this reason fabrics with depth, moquettes, velvets and so on, will always be popular. Not only do they give a greater feeling of comfort, but the appearance of warmth which comes from these third-dimentional fabrics is a great selling point.

Another factor in favour of pile fabrics is their versatility of colour. Softer tones can be achieved by the depth of the fabric and in a good design, colours are carefully and scientifically blended in order to

SOFT FURNISHING SIDE

Designed Coverings Sales



Right: Also from Veronique (Furnishing) Fabrics, Ltd., comes this small figured "Genvese" velvet in Jacobean design. It is available in green, wine and gold and is No. 14107 in their range.

accentuate the highlights caused by the reflection of light upon the fabric. For instance, the lower parts of the fabric are often mixed with darker tones to give an even greater impression of depth.

In the case of moquettes, there is a definite trend towards smaller patterns these days. This is a great saving for upholsterers who find that larger patterns often cut to waste. There are also signs of less formal floral patterns being used and a wider variety of designs are creeping in.

More Colour Being Introduced in Moquette

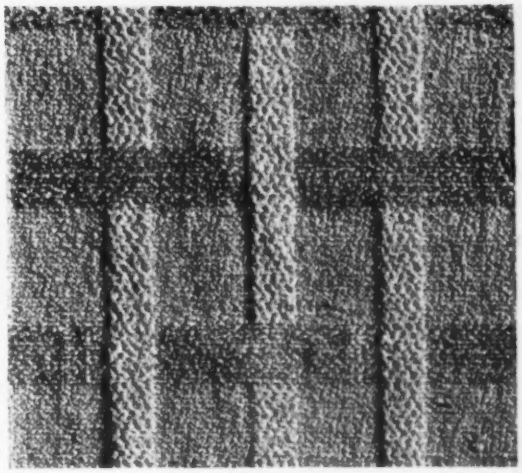
More colour is being introduced into moquettes to brighten what was, at one time, considered to be a serviceable but dull fabric. There are less signs of the familiar green and rust, and lighter tones, too, are coming to the fore. Grey, for example, which was introduced by many firms at last year's Furniture Exhibition has become very popular since.

One manufacturer at least is being imaginative in supplying a plain cloth to match his patterned moquettes. This can be used on the outside backs and underarms of three-piece suites while the patterned cloth forms a panelled effect.

Velvets are not quite so popular as they were and are now mainly used on period furniture.

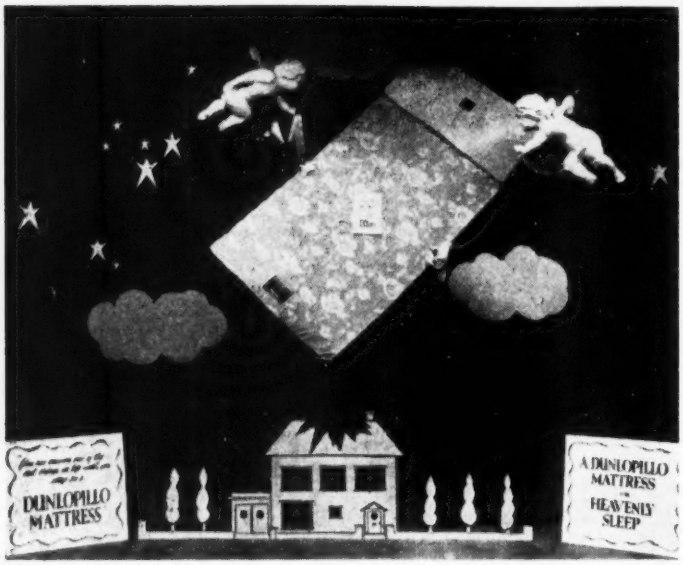
The introduction of plain woven fabrics for contemporary furniture seems to have come to stay although the very bright colours do not seem to be a commercial success—their value lies in being a great showroom attraction.

Tapestries are still retaining their traditional flavour, but their continued use proves their popularity.



Left: A deep texture rayon upholstery fabric, "California," by Tibor, Ltd. This illustrates a variety of tone in two shades of grey. It was designed by Tibor Reich.

Right: An uncut moquette of high soft wool pile available in 12 colours, or dyed to any special shade, which is exclusive to Conberg, Ltd. It is 51 in. wide and fully guaranteed in all ways.



RETAIL SELLING PLANS

"National Best" prize winners were Pauldens, Ltd., of Manchester who were also first in the North Region. The impact of this simple display was, the judges felt, most effective.

Dunlop's Competition Brings

New Ideas for Bedding Displays

WINDOW display is an art which has not yet been fully developed in Britain—but we are not nearly so bad as some experts would like us to believe. In fact there are times when our displaymen prove that they have plenty of imagination and iniative, especially when incentive demands it.

Such an incentive was provided recently when the Dunlop Rubber Co., Ltd., held a window dressing competition for their Dunlopillo mattresses. Furnishers all over the country were invited to design a window displaying this firm's mattresses, adjustable bed cushions and pillows.

The display had to be on view for ten consecutive days and a picture sent to the judges. The only stipulation was that the Dunlopillo slogan: "You are missing one of the best things in life until you sleep on a Dunlopillo mattress" should be incorporated and none of their special display units could be used, although the use of showcards was encouraged.

The country was divided up into five regions and in each a first prize of £50 was offered the winning firm with £10 for the window dresser, second prize was £30 with £5 for the dresser, third, £10 and £2 for the dresser and fourth, £5 with £1 for the dresser. In addition a "national best" was selected from these winners and for this an additional £50 was given to the firm and £10 for the dresser.

The competition gave full scope for originality and the judges, H. M. Thornborough, of Charles F. Higham, Ltd., Leslie Lewis, editor of *Furnishing World* and P. A. I. Rogers, editor of "Furnishing," found that many firms had used their powers in this direction.

Why the Winners were Chosen

The winning displays were chosen for their eye-catching—and holding—qualities, sales appeal, sensible use of showcards, general attractiveness, cleanliness and simplicity.

The first prize for the North Region was given to Pauldens, Ltd., of Manchester, and they also won the national best choice. Here, an effective idea was carried out with a singleness of purpose. The showcards were distinct, without dominating the display, and the important point of the lightness of the mattress and pillow was illustrated by the fact that it was suspended, seemingly held up by the cherubs. A dark background helped to emphasise the display.

The theme of tramps dreaming of comfortable sleep was used by two other firms, Mummery & Harris, Ltd., of Frinton-on-Sea, who won first prize for the London region, and Hallett & Son, Ltd., Weymouth, winners of the West Region.

In the case of Mummery & Harris, the judges disputed whether the product could be successfully put over without actually being seen—but a majority vote decided in favour.

An interesting and unusual theme was introduced by Hopewells, Ltd., of Nottingham, who won the first prize in the Midland Region. On a revolving dias they dressed up the ghosts of old-fashioned mattresses.

A more conventional display won the Scottish Region prize for James L. Archibald, Ltd., but the judges felt that this put over the product in an effective manner.

Other prize winners were:—

West Region; 2nd, A. W. White & Co., Ltd., 120 London Road, North End, Portsmouth, 3rd, Williams & Cox, Ltd., 16 Strand, Torquay and 4th, Rossiter & Son, Ltd., Palace Avenue, Paignton, Devon.

Midland Region; 2nd, Birmingham Co-op. Society, High Street, Birmingham, 3rd, Arnolds, Ltd., Gt. Yarmouth, Norfolk, 4th, Footman Pretty & Co., Ltd., Waterloo House, Ipswich.

Scotland: 2nd, Matthew Spears & Co., Ltd., 96-98, High Street, Kirkcaldy, 3rd, Malcolms, Ltd., 35-40 Commercial Street, Dundee and 4th,

An original theme presented in a striking manner won for Hopewells, of Nottingham, first prize in the Midland Region. The centre-piece "Bedding Ghosts of the Past" was on a revolving dias.

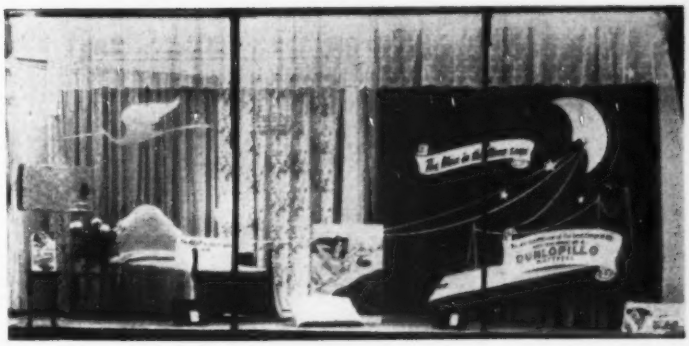
Northern Co-op. Society, Ltd., 71-75 Callowgate, Aberdeen.

London Region; 2nd, Guildford & District Co-op. Society, Haydon Place, Guildford, 3rd, Wenley, Ltd., High Street, Chelmsford and 4th, J. G. Bond, Ltd., 219 Moulsham Street, Chelmsford.

North Region; 2nd, Owen Owen, Ltd., Clayton Square, Liverpool, 1, 3rd, Schofields, Ltd., The Headrow, Leeds and 4th, Lancaster & District Co-op. Society, Church Street, Lancaster.

A tramp dreaming of a comfortable bed has the eye-catching quality to make people stop and investigate. This display of Hallett & Son, Ltd. won first prize in the West Region.

This display, although not showing the actual products, was considered worthy of first prize in the London Region. It came from Mummery & Harris, Ltd., of Frinton-on-Sea.



Straightforward yet efficiently illustrating essential points is this prize winner of the Scottish Region, by James L. Archibald, Ltd., of Aberdeen.

The Best in its Class

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REGD. TRADE MARK

SHEFFIELD CABINET
COMPANY LIMITED
STADIUM WORKS . NORTH END RD.. WEMBLEY MIDDLESEX

"We Keep Your Savings: Give Discount on Purchases"

. . . Offers Dublin Firm

AN unusual idea to promote the sale of furniture to engaged couples and to attract business which might otherwise be taken by hire-purchase firms is being operated by Brendan Dunne and Company, of 17 Lower Dorset Street, Dublin.

Like most other cities, Dublin, has its housing problems and this accounts for substantial delays between engagement and marriage. Dunnes maintain a skeleton display of various lines at their showrooms for engaged couples to inspect and make their selections or, if necessary, explain their personal requirements so that furniture can be made specially for them.

They indicate the approximate date of their marriage and Dunne's undertake to have the furniture ready for them in time, provided they have eight weeks' notice. The price of the furniture at the day of selection is stated, but it is pointed out that in view of the increasing prices of raw materials and labour, the charges made will be those ruling on the completion of the order.

Occasional Payments

A deposit is taken and occasional payments are maintained in much the same way as the hire-purchase payments would be made, between the placing of the order and delivery. These, however, are not of fixed amounts and are entirely at the discretion of the customer.

The customer is allowed five per cent discount off the final retail price of the goods in consideration of the use of his money during the payment period.

From Dunne's point of view this is very satisfactory because the current overdraft rate at Irish banks is six per cent. The customer, on the other hand, would get only 1½ per cent on deposit, or 2½ per cent in the Post Office. The most he might hope to get in any small security is 3½ per cent. He does not, of course, pay tax on his discount, as he might have to on interest from some securities.

The customer is not asked to sign anything at any time. The only document signed is by Dunne's a receipt for each payment. Receipts specify the goods ordered, the balance due and the date when delivery is required, if known.

The customer is expected to buy goods to the full value of his payments but is permitted to vary his final selection at any time up to eight weeks before despatch. Before final delivery the customer is invited to inspect the goods and approve them.

Dunnes have not taken special steps to bring themselves within the protection of the Statute of Frauds or the Sale of Goods Act—they prefer to rely on the natural honesty of the customer.

When a customer finds himself unable to complete the deal, the firm refund his money willingly.

Dunne's on the other hand do not consider themselves strictly bound in the event of inability to supply a special raw material and it is their procedure to advise their customer that the agreement is subject to availability of necessary materials.

Small adventisements in the classified columns of Dublin newspapers on the "Are You Getting Married?" theme attract the attention of couples—fuller details of the scheme are given at the store.

Attention Focused on Not-For-Sale Carpet —But Sales Go Up

CENTRE-PIECE of a window display at the shop of J. E. Flower, carpet specialists of Ruislip Manor, Middlesex, is attracting the attention of passers-by in no uncertain manner—and yet the central exhibit of this special show is not for sale!

The carpet which occupies such a prominent position and is arousing widespread comment and admiration, is a hand-woven portrait design of H.M. Queen Mary in natural colouring. In cut Wilton pile comprising some 40,000 tufts of fine worsted yarn, this show-piece was made by Mr. Charles Varney, a local craftsman. The design and execution of this work took over a year to complete.

Mr. J. E. Flower told *Furnishing World* that his sole aim in putting this masterpiece in the window was to let the public have a chance of seeing such a fine example of British workmanship. "I am amazed by the interest shown in this special exhibit. It has certainly focused attention on the shop, with the result that sales have been well above average," he said.

The portrait of Queen Mary designed in a carpet on display in the window of J. E. Flower.

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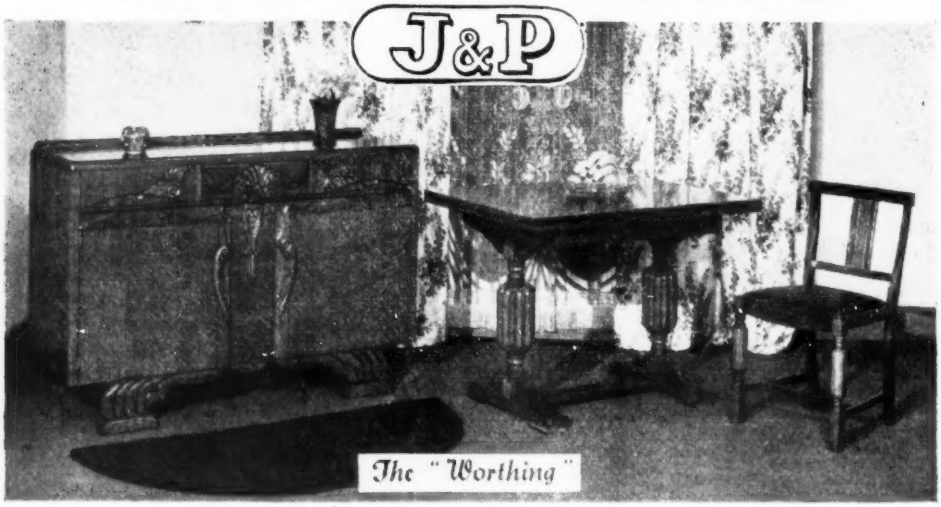

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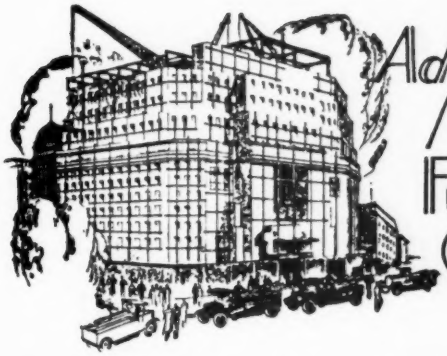


Advance News of Furnishing Contracts

NORTHAMPTON. A new hospital is proposed by the Trustees of St. John's Hospital.

PWLLHELI. Adaptation of the Town Hall to form a cinema and theatre is proposed by the T.C.

RUSHDEN. Northants C.C. Health Committee recommends that approval be sought to erect under the 1953-54 programme a health clinic at Rushden, to cost about £12,000.

STOKE-ON-TRENT. The City Architect is preparing a scheme for adaptation of Bulkeley Hall, Woore, to form an aged persons' home, and Ministry approval in principle will be sought for the purchase of the building.

STREATHAM. The L.C.C. Education Committee reports that it has approved scheme for erection of a hostel at 90 Leigham Court Road, for the Phillippa Fawcett Training College at an estimated cost of £40,635. It will house 47 students and staff.

SUNDERLAND. Erection of premises in Station Road for Fulwell Workmen's Club. Architects: Newrick & Blackbell, 58 John Street, Sunderland.

SWANSEA. Welsh Regional Hospital Board proposes two new wards at Morriston Hospital, at a cost of £17,000, during 1953-54.

The T.C. is seeking approval to erect a mental defectives' occupational centre at Gore Terrace, near Graig House Hospital, at a cost of about £10,000.

TYNEMOUTH. Mr. J. P. J. Smith ice-rink proprietor of Durham City, has approached the T.C. and Whitley Bay U.D.C. regarding suitable sites for a proposed ice rink.

WAKEFIELD. Plans have been submitted for a community centre at Batley Road for Alverthorpe Community Association.

WIGAN. A long-term scheme for extension of Billing Hospital is proposed by the Manchester Regional Hospital Board.

BOGNOR REGIS. West Sussex E.C. reports that it has approved plans for the hostel at the Bognor Regis Training College which is included in 1953-54 programme. The cost is estimated at £56,500.

COVENTRY. Pensioners' Committee has asked City Architect to prepare further plans for proposed old people's home at Bell Green, with staff accommodation on first floor.

NEW AIR TERMINAL

CARDIFF. Corporation Airport committee is to consider establishment of an airways terminal in the City Centre for use by passengers using both Pengam and Rhoose Airports.

DUMFRIESSHIRE. The C.C. proposes the erection of an old folks' home at Benskay, Lockerbie, to plans by George Bartholomew, County Buildings, Dumfries.

FELLING (Co. Durham). J. M. Angus, 21 Lovaine Place, Newcastle-on-Tyne, is architect for alterations to convert Heworth House into club for Pelaw and District Social Club.

GOSFORTH. Tenders received by Newcastle Regional Hospital Board for an important scheme for the construction of an admission hospital and two convalescent villas at St. Nicholas' Hospital, Gosforth, have been submitted to the M.H. for consideration. The architect is E. H. Allsford, 37 Westhill Road, Wandsworth, London, S.W.18.

NURSES' HOME

WALLSEND. Erection of a nurses' home at Denbigh Avenue, Willington Quay, is proposed by Northumberland C.C.

HAMMERSMITH. Stewart and Hendry, 90 Fenchurch Street, London, E.C.3, are the architects for licensed premises proposed at South Africa Road, W.12, on White City estate. Licensing approval has been received.

HAMPTON. Middlesex Welfare Committee reports erection of additional home for 40 old people in grounds of Laurel Dene, Hampton.

HASTINGS. South - Eastern Regional Hospital Board have received from Hastings Group Hospital Management Committee a scheme for conversion of "The Hall," Holmesdale Gardens, to form a central preliminary training school for nurses, to cost about £9,000.

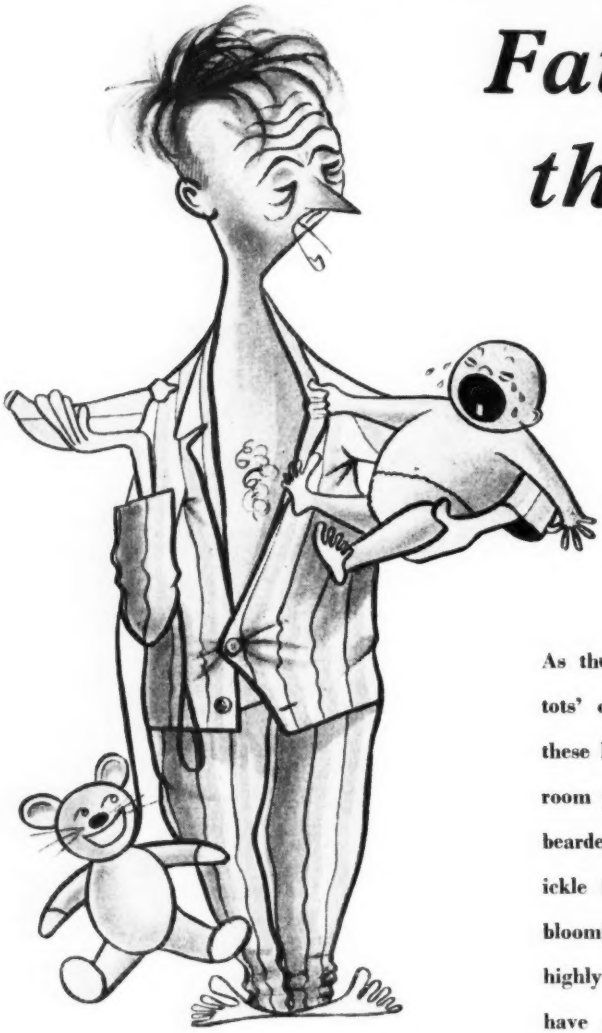
HEREFORDSHIRE. The Health Committee's 1953-54 building programme, including health clinics at Westfields Walk, Leominster and at Ross, an occupational centre for mental defectives at Barrs Court Road, Hereford, etc., has been approved by the C.C.

HULL. Approval has been received for rebuilding war-damaged wing of Imperial Hotel.

LANARKSHIRE. Western Regional Hospital Board has approved a scheme for development of the Bellshill Hospital to provide additional maternity accommodation in the area. The cost of the work is estimated at £65,000.

HYPNOS Mattresses and Pillows
WILLIAM·S·TOMS·LIMITED
HIGH WYCOMBE AND EXETER
Hypnos Productions: Spring Interior Mattresses, Divans, Bedsteads and Spring Mattresses.

Father to the thought



As the makers of the stuff that goes into little tots' cots, we cannot say enough in favour of these little angels with bald heads. In our board room you will find, not pictures of our venerable bearded forbears—but pictures of chubby-wubby ickle babies in their cotsy-wotsies—snoring their bloomin' 'eads off. These pictures are, of course, highly imaginative. For in our experience we have yet to see the phenomenon of a sleeping baby. Nevertheless, Mummies, Daddies, little Ethels and little 'brudder' Charlies all need mattresses. And in the forefront there is Rapido, making it 50 per cent easier for you to supply this need. Rapido—the prefabricated stuffing cut to any size or shape—saves up to 50 per cent in labour time. Remember this every time you find a rusk in the bed.

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Production and Management Methods in Modern British Furniture Factories

No. 2—Beresford & Hicks

IT is doubtful whether any other firm has made furniture for such a variety of people and places as Beresford & Hicks. Established more than fifty years ago, their products to-day are found all over the world, in homes ranging from the palaces of royalty to the council houses of workers, in public buildings and business houses and the lounges of ocean liners.

The flexibility of their manufacturing range is remarkable. During the war they switched from hand-carved furniture to Mosquito aircraft components, and learned just how versatile their production line could be. To-day it is commonplace to see it coping simultaneously with standard low-priced suites, a boardroom table or two, and several individual orders for reproduction furniture.

Factory Details

The present factory in Shoreditch is comparatively new and modern. Four storeys high, it was built in 1930 to replace the original plant which had been destroyed by fire, and is provided with a built-in sprinkler type fire extinguishing system and hot water heating.

Despite its size and the large number of workers employed, its atmosphere is very much that of the working master type of firm. The reason for this is that most of the employees are highly skilled craftsmen of the old school, who have been with the firm a long time and take pride in its distinctive products, and regard its problems as their own. The success with which Beresford & Hicks have continued to produce, even in the fiercely competitive low-price range, hand-made or partly hand-made furniture must be due in no small measure to the co-operation of their workers.

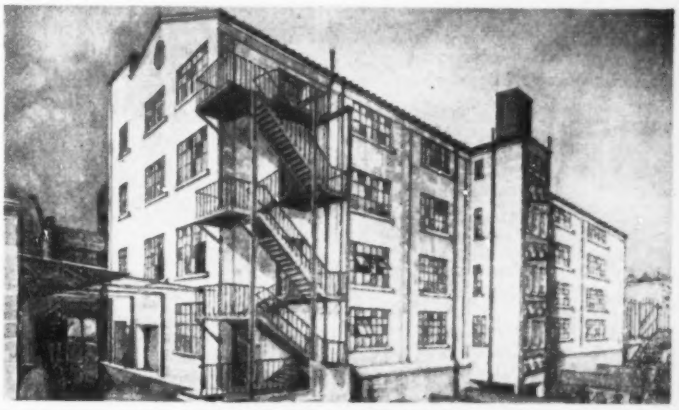
Once the cost price of an article of furniture has been fixed, those workers responsible for its manufacture are presented with the full facts. If, for instance, it is estimated that the total cost of a chair will not permit more than an hour to be spent on the production of a certain carved part, the carver is not simply told by the foreman that he must complete this part within an hour; it is made clear to him why it is necessary.

The foremen of all the shops have no difficulty in doing so, for in most cases they do their own costing, and where they do not, are thoroughly briefed by the production office.

Design and Production Liaison

The production office is a liaison unit between the design office and the machine, assembly and finishing shops. It produces most of the piece part drawings and interprets the problems of the designer to the shop foreman and the problems of the foreman to the designer. There is no rigid demarcation of responsibility. When a new chair is designed, for instance, the work of the designer and production office may end with the production of a single scale drawing, the

(*Continued over page*)



The mill, assembly and finishing shops of Beresford & Hicks are found on the four floors of this building. Not seen are the offices, the studio and the chair-making department.

A spindle moulder adapted for a short run of intricate mouldings. Machinery is put to the most versatile use in the mill.

(*Continued from previous page*)

preparation of piece part drawings and calculation of the angle of bevels and so forth being left to the chair mill foreman.

Although designs of reproduction furniture have not been perceptibly modified to make possible the machine production of parts that were previously made by hand, in certain instances skill and ingenuity of the people in the mill have led to 95 per cent of the parts being made on machines.

It is not extravagant to say that there can be few places in the world where woodworking machinery is put to more versatile use than in the factory of Beresford & Hicks.

Most manufacturers to-day complain of the necessity of having to change their designs as often as every six months. This is not the experience of Beresford & Hicks. Possibly because of the strong individuality of their designs, they have been able to give all their standard models long runs, even those in the low-price range.

Manufacturing: The Machine Shop

The mill is found on the ground floor of the factory. It is a clean, well-ventilated shop, brightened by the generous use of green and silver paint on doors, machines, dust-extraction plant, and so forth.

Overhand planers, a borer, router and dovetailer run up the one side, and a ripsaw, drum and belt sanders and fretsaws up the other. In the centre, along the length of the shop, are found thicknessing planes, a saw bench, a double crosscut, spindle moulders, a tenoner and borer. That is the layout at present, but, although all machines are grouted in, the mill manager would think nothing of switching machines around if the nature of the work warranted it.

At one end of the shop, near a doorway leading to the timber yard, is found a heavy-duty bandsaw for cutting up timber. Beresford & Hicks buy all their timber already converted and dried. As many as 25 varieties may be found in the yard at the same time.

All machine operators are fully skilled and do their own tool sharpening and setting-up. Each man is expected to be able to operate at least three or four machines, for circumstances often require an operator to be switched from one machine to another.

The uneven nature of the work, which is inevitable in a shop that has to produce such a big range of articles in widely varying quantities, makes 100 per cent utilisation of all machines impossible, and it would not be practical to employ an operator for each machine.

Maintenance of the machines is the responsibility of the mill foreman. Only minor repairs are carried out, but the foreman speeds the big jobs by stripping machines in need of major repair before the arrival of the service engineers. Beresford & Hicks place great emphasis on safety, and many of the machines in their mill have been fitted with special guards and other safety devices of their own design and construction. The mill manager and foreman are responsible for these.

Routing and allocation of work are always problems. The entire mill may be engaged on producing parts for a large batch of standard low-priced suites, when abruptly a special and urgent order for perhaps half a dozen reproduction oak sideboards will be received, utterly dislocating production.

Because of frequent production dislocation of this sort, the need to switch men from one machine to another, and the great diversity of work which any operator may be called upon to perform in one day, even when he remains on the same machine, it is virtually impossible to apply any form of work study. As a result, all men are paid hourly.

Some firms try to overcome certain of the problems inherent in small-batch production by mass-producing some of the parts and placing them in storage, but the mill manager of Beresford & Hicks, being the timber-buyer of his firm, appreciates that this may not always be economical, because of fluctuations in the price of timber.

Veneering Department

Adjacent to the machine shop is the veneer preparing department. Actual veneering is done just inside the mill, where the press is located.

Synthetic glues are used in veneering, and are gradually replacing animal glues throughout the plant. A special feature of Beresford & Hicks's high-quality work is the double-veneering of exterior surfaces.

Boardroom tables, for instance, are surfaced with two veneers, so applied that the grain of one runs at right-angles to that of the other. This ensures that no cracking will occur.

Manufacturing: The Assembly and Finishing Shops

Assembly work is done on the first and second floors of the factory. Machined and veneered parts are taken up by service lift from the mill, and distributed amongst skilled cabinetmakers. Each article of furniture is assembled in full by one man, the nature of production making sub-assembly work impractical, if not impossible.

No mechanical handling of furniture "finished in the white" is attempted, as too many different sizes and shapes would have to be contended with.

At one end of the first-floor assembly shop is found the production office, mentioned earlier in this article.

Furniture "finished in the white" is transferred by lift from the assembly shops to the finishing shop on the top floor. Lacquer alone is applied by spray gun; the stain and sealer are rubbed in by hand.

Manufacturing: Other Departments

Chairs are produced in quite a separate department of the factory. As so many parts of Beresford & Hicks chairs are hand-shaped or carved, the small mill contained in this department is nowhere near as

well equipped as the machine shop proper. But it is none the less capable of remarkable work.

The most interesting section of the chair-making department is the shop where carved and shaped arms, backs and legs, as well as carved sideboard fronts and so forth for the main assembly shops, are produced. Here highly skilled craftsmen who have been with the firm a great many years are to be seen creating the carved work for which Beresford & Hicks furniture is famous.

A feature of all departments is the signal lights of different colours which are used to call supervisors from one place to another. In a way, perhaps, they are symbolical of the spirit of close co-operation which is to be found throughout the works of Beresford & Hicks.

A highly-skilled craftsman creating the carved work for which Beresford & Hicks furniture is famous.

Upholstering

Upholstery work is carried out on four floors above the company's showrooms in Curtain Road. Frames arriving from the cabinet factory are taken by service lift up to the third or fourth floor, depending on whether the work to be carried out is in the low-price or "craftsmanship hand-sprung" class. Upholstered articles from both floors go down to the second floor, where they are finished off.

Sewing of material after cutting is also done on this floor, which is equipped with two batteries of power-driven sewing machines. The cutters are found on both the third and fourth floors.

The despatch department, which is equipped to package furniture for any destination, occupies the first floor.

Beresford & Hicks have a most efficient system of co-ordinating and keeping a check on work in progress. When an order is received, the invoice is prepared in quadruplicate by the office, and copies sent to the cabinet factory, the upholstery shop and the despatch department. In addition, a special ticket is prepared for upholstery work.

It goes first to the foreman, who hands it to the cutter to whom the first part of the job is allocated. The cutter attaches the ticket to the material he prepares, and there it remains untouched until the material has been sewn, spread over a frame and finished off. Then one half of it is detached and handed to the foreman, who checks off his copy of the order as completed, and credits the men concerned with the work done.

The other half is removed by the despatch department when the upholstered article is ready to be despatched. Both halves are returned ultimately to the office, where they are matched and filed with the now executed order.

Below the despatch department, on the ground floor and in the basement, are the showrooms. Carpeted and carefully illuminated, they provide an excellent setting in which to see the fine furniture of the company. There are many items of interest, such as a letter of appreciation from the secretary to Queen Mary, paintings of furniture supplied to King George V and King Edward VIII, and a piece of furniture that was exhibited at the South Bank Exhibition in 1951.

Signal lights of different colours are used to call supervisors from one department to another, promoting close co-operation.

American Merchandising by Brand Names

IN America, according to the magazine "Business Week," furniture is now joining other products in being sold by brand name. Manufacturers have come to realise the value of backing up trade publicity with consumer advertising featuring a brand name.

The smaller stores are said to welcome promotion of this sort. It gives them a name to feature in their own advertisements, and they derive direct benefit from the national advertising of the manufacturer.

The few British firms that have adopted brand names and promoted them with consumer advertising can confirm that this is true also of retailers here.

HARDWOOD MARKET
By Quercus

Imports From Japan Soon?

THE report that the Japanese Foreign Ministry have announced the renewal of the sterling payments agreement with Britain is of great interest to the hardwood trade and has given rise to further speculation as to the possibility of the Treasury allocating currency for the purchase of Japanese hardwoods.

At the time of writing, however, there is no official information available on this matter. The last information of an official character was early in December, when it was stated that "a separate announcement will be made later about hardwood imports from Japan."

* * *

During the past month, it is understood, a fair amount of business has been contracted between U.K. hardwood importers and shippers in the non-sterling areas following the recent reopening of that market. The volume of business has, however, so far not been on the scale that might have been expected.

It may well be, of course, that importers have been awaiting the advent of the New Year before committing themselves too deeply. The closing months of 1952 were marked by a good deal of uncertainty in trading conditions.

It is true that during September and onwards there was a marked revival of demand from many of the major consuming industries, including the furniture trade, but during December this demand showed its usual seasonal decline and it is not expected to improve until the middle of January. By the end of January, importers will be in a better position to assess future levels of trading.

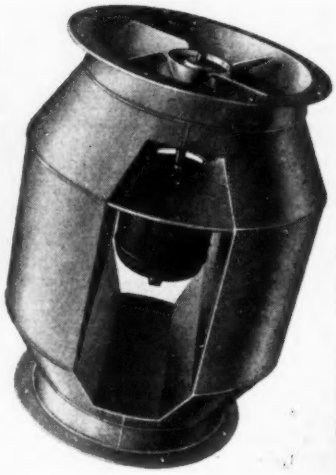
* * *

The main news in the plywood section of the trade remains "Ply Swansong," as the scheme for the final decontrol of the trade is called. Satisfaction has been expressed by both importers and agents at the scope of the scheme and it is hoped that when the scheme gets into its stride it will result in an influx of many useful species.

Good results may be obtained in finishing rosewood if the natural base is first tinted with a japan colour made with a mixture of one part rose pink and three parts vandyke brown in japan.

Split Fan Casing Seals Motor From Fumes

A RECENT addition to the Tornado range of fan engineering equipment is the bifurcated fan unit. It is designed for the mechanical exhaustion of dust or fume-laden air or gases. Obnoxious, corrosive or inflammable gases may be dealt with at reasonably high temperatures.



The main feature of the unit is the split or bifurcated fan casing, which is opened out to provide a separate chamber for housing the driving motor, thus isolating it from the fumes passing along the duct which surrounds it. Further, as the motor housing is open to atmosphere, the motor may work in a reasonably low ambient temperature with quite high temperatures in the surrounding duct.

The motor is readily accessible, and should it be necessary or desirable to remove the fan and motor at any time for repairs or maintenance, the casing may be re-positioned temporarily without these working parts, so that the plant can continue working by means of a natural draught, though at a reduced efficiency, until the fan and motor are re-installed.

The manufacturers are Keith Blackman, Limited, Mill Mead Road, Tottenham, London, N.17.

New Product Speeds Shaping of Mattress Corners

SAID to cut the time it takes to fill and shape the corners of mattresses and boxsprings by more than half, a new product called Kornerpak has been marketed by an American company, Bechik Products, Inc.

Kornerpak is a prefabricated corner, made of a superior cellulose fibre material, and is available in a variety of sizes. The standard size is 2 in. thick, 9 in. long, and 3 in. (4½ in. for boxsprings) deep. It is simply placed at each corner of the mattress or boxspring and secured in position.

The manufacturers claim that Kornerpak completely eliminates unsightly corners that bulge, because of the perfection and durability of its shape.

Tudor Finish in Oak

THE following treatment has been found satisfactory for producing a Tudor finish on oak: Staining with a red oil stain (1 lb. Venetian red—4 gallons benzine), drying 12 hours, filling with reddish brown paste filler (2 lb. filler—1 quart naphtha), drying 12 hours, sanding lightly with 4/0-150 paper, spraying with shading stain (dark around edges, lighter towards centre), steel wooling to simulate worn effects, spraying shellac (50 per cent orange and 50 per cent white shellac), three coats, smoothing with 2/0 steel wool, spraying full-bodied 27 per cent solids clear lacquer, drying overnight (12 to 15 hours), steel wooling with paste wax to smooth surface, polishing with polishing wax to which a small amount of melted paraffin wax and rottenstone has been added to provide dull antique effect.

Nitrogen Used for Spray Painting

A REPORT from America says that compressed nitrogen is now being used for the spraying of paints and finishes. Amongst the advantages cited are: Nitrogen does not burn like hydrogen, support combustion like oxygen or compressed air, or chill sprayed material like carbon dioxide.

A light washcoat coloured to the base colour of the pigment stain is a remedy for spotting if applied before staining. It serves to keep the pigment stain from penerating too far into the soft spots of the wood.

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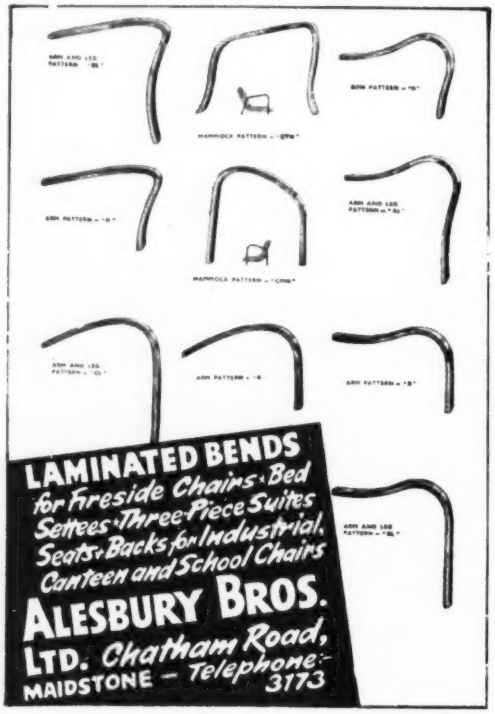

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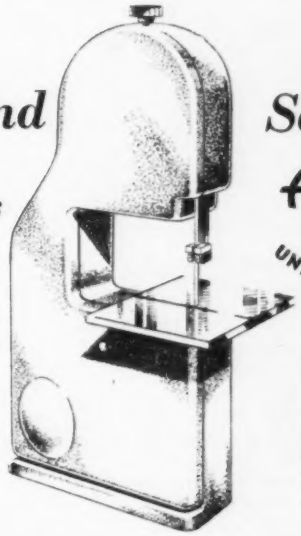

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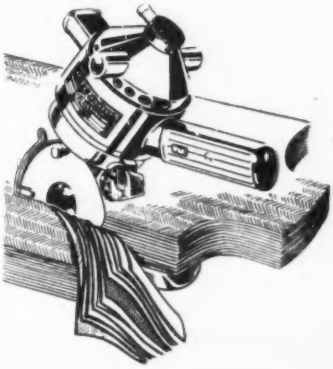

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SITUATIONS VACANT

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